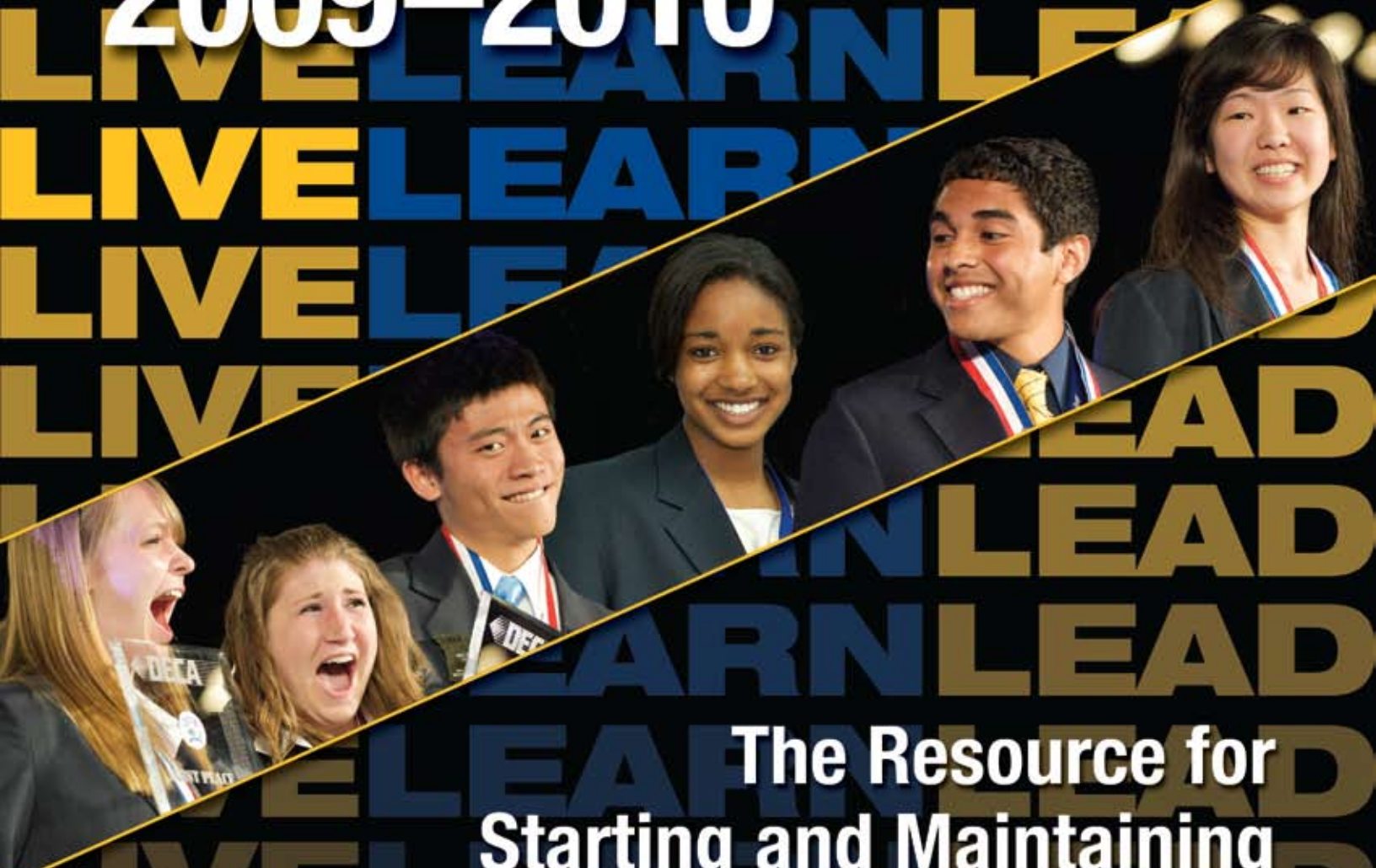


DECA's Chapter Management System

2009–2010



The Resource for
Starting and Maintaining
Your DECA Chapter

Foreword

The DECA Chapter Management System gives you all of the tools that you need to *Live, Learn, and Lead* your DECA chapter to a successful year. From the history of DECA to planning for the future, from recruiting membership to fund-raising, from competitive events to scholarships—this is the resource to use all year to answer your DECA-related questions.

Use this easy-access format to go immediately to a section of interest via the Table of Contents. Inside, you will find valuable information, links to Web pages for additional materials, and further resources to build a strong chapter.

The DECA Chapter Management System is updated each year, so we would love to have your feedback on the content. Send comments to shirlee_kyle@deca.org.

Have a great year!

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2009–10 DECA Dates and Deadlines

June 2009

21–23 MBAResearch Conclave, Cincinnati, OH

July 2009

6 Copy due for September/October DECA *Dimensions*

9–12 Summer Officer Leadership Training (SOLT), Washington, DC

August 2009

13–15 State Association Management (SAM) Conference, Louisville, KY

September 2009

1 Piper Jaffray Fall Online Survey begins

7 MDA Labor Day Telethon

8 Copy due for November/December DECA *Dimensions*

8 Stock Market Game begins

30 Piper Jaffray Fall Online Survey ends

October 2009

11–17 DECA Week

12 Southern Region Leadership Conference registration and hotel due

13 North Atlantic Region Leadership Conference registration and hotel due

16 New York Experience Conference final registration and payment due

26 Virtual Business Challenge I begins

November 2009

6–8 North Atlantic Region Leadership Conference, Buffalo, NY

6–10 Entrepreneurship Education FORUM, Norfolk, VA

12 Notification of Candidate Nomination for Honorary Life Membership Award and Outstanding Service Award

12–14 Western Region Leadership Conference, Reno, NV

13–15 Southern Region Leadership Conference, Orlando, FL

15 High School online submission and dues deadline

16 Copy due for January/February DECA *Dimensions*

16–22 Global Entrepreneurship Week

18–22 New York Experience Conference I, New York City, NY

19–21 ACTE Annual Convention and Career Expo, Nashville, TN

20 Virtual Business Challenge I ends

23 Sports and Entertainment Marketing Conference deposit due

December 2009

- 2–6 New York Experience Conference II, New York City, NY
- 4–6 Central Region Leadership Conference, Minneapolis, MN
- 9–13 New York Experience Conference III, New York City, NY
- 16 Sports and Entertainment Marketing Conference final registration due
- 17 Deadline for Honorary Life Membership and Outstanding Service Award Nomination Packet
- 18 Stock Market Game ends

January 2010

- 4 Virtual Business Challenge II begins
- 11 Copy due for March/April DECA *Dimensions*
- 15 School-based Enterprise certification documentation due
- 29 Virtual Business Challenge II ends

February 2010

- 1 Marketing Honor Award applications due
- 3–7 Sports and Entertainment Marketing Conference, Orlando, FL
- 12 Corporate Student Scholarship Applications postmark deadline

March 2010

- 1 Piper Jaffray Spring Online Survey begins
- 1 ICDC competitor's final membership eligibility
- 5 Corporate Advisor Scholarship applications postmark deadline
- 8 Applegate Scholarship applications due at DECA Inc.
- 12 High School officer nominations due
- 26 ICDC registration and hotel rooming list/deposit due
- 31 Piper Jaffray Spring Online Survey ends

April 2010

- 24–27 International Career Development Conference, Louisville, KY

August 2010

- 12–14 State Association Management (SAM) Conference, Orlando, FL

DECA in a Nutshell

Year Established:	1946
Purposes:	<ol style="list-style-type: none">(1) To assist the state associations of DECA in their own growth and development(2) To further develop education in marketing, management, entrepreneurship, hospitality, tourism, and finance, which will contribute to occupational competence(3) To promote understanding of and appreciation for the responsibilities of citizenship in our free enterprise system
Membership:	55 state/provincial associations, including Puerto Rico, Guam, the Canadian provinces of Ontario and Manitoba, Germany and Mexico. Student membership is over 185,000 members.
Headquarters:	1908 Association Drive Reston, VA 20191-1594 (703) 860-5000 FAX (703) 860-4013 www.deca.org
Tag Line:	Developing Future Leaders in Marketing, Management and Entrepreneurship
Identifier:	An Association of Marketing Students
Colors:	Blue and Gold
Executive Director:	Edward L. Davis, Ed.D.
Regions of DECA:	Western Region, Central Region, North Atlantic Region and Southern Region Refer to page I-10 for a complete list of the associations in each region.
Divisions of DECA:	High School Division, Delta Epsilon Chi Division, Collegiate Division, Alumni Division and Professional Division.

DECA's Mission Statement

The mission of DECA Inc. is to enhance the co-curricular education of students with interests in marketing, management, and entrepreneurship.

DECA helps students develop career skills and competence, build self-esteem, experience leadership, and practice community service.

DECA is committed to the advocacy of marketing education and the growth of business/education partnerships.

Adopted by the DECA Inc. Board of Directors in 1992

DECA Creed

I believe in the future, which I am planning for myself in the field of marketing and management, and in the opportunities which my vocation offers.

I believe in fulfilling the highest measure of service to my vocation, my fellow beings, my country and my God—that by so doing, I will be rewarded with personal satisfaction and material wealth.

I believe in the democratic philosophies of private enterprise and competition, and in the freedoms of this nation—that these philosophies allow for the fullest development of my individual abilities.

I believe that by doing my best to live according to these high principles, I will be of greater service both to myself and to mankind.

The DECA Diamond

The official DECA emblem is a diamond-shaped design. Each point of the diamond signifies a working part of the organization. The four points of the DECA diamond are

Vocational Understanding

Leadership Development

Civic Consciousness



Social Intelligence

See [Section IV, page 7](#), for suggested activities relating to the DECA diamond.

The DECA Logo

The official DECA logo consists of the DECA diamond and the word DECA in Serpentine Bold Oblique font. Ten horizontal lines extend through the word DECA. The phrase, “An Association of Marketing Students” appears below the word DECA in Serpentine Bold Oblique font. The official color of the logo is PMS 294C (blue).

Variations in color and style of the DECA logo are acceptable; however, when promoting DECA to entities outside of the organization, use of the official logo is preferred.



DECA has registered all of its designating emblems, logos and insignia. State and local DECA chapters are permitted to use the official DECA logo on printed items intended for promotion and display only with the important exception that they may not be used on items that are for resale.

The DECA Crest

The DECA crest is a registered promotional graphic of DECA IMAGES and is designed only for official use by DECA IMAGES. The DECA crest is not to be used by state and local associations under any circumstance.



DECA's History

The Development of DECA

During the period between 1937 and 1942, when cooperative programs in marketing education (distributive education as it was called then) were becoming more widely established, students in these marketing and distributive education classes began to form Distributive Education Clubs. This spontaneous effort on the part of students and teachers occurred simultaneously throughout the country.

Students Were Employed

First, distributive education students were employed away from their school campus at business training stations during the afternoon at a time when many of the other students in their school were involved with the school's extracurricular activities. The distributive education students were, therefore, missing a very important part of school life. Second, these students of distributive education had a common interest—their great personal desire for professional and personal growth. Third, they felt the need to belong, to develop professionally and socially, and to be a part of a group.

Clubs Began to Form

Clubs began to spring up all over the country. These local clubs adopted many names—Future Retailers, Future Distributors, Future Merchants and Distributive Education Clubs.

Between 1941 and 1944, as the number and size of local clubs were growing, they began to realize the need for a more organized way to communicate with each other. A few states held statewide meetings of Distributive Education Clubs. By 1945, a few states had officially organized state associations and began holding state conferences.

National DECA Forms

In 1946, the United States Office of Education invited a representative committee of state supervisors of distributive education to meet in Washington, D.C., with representatives of the USOE and the American Vocational Association (now ACTE) to develop plans for the national organization of Distributive Education Clubs and to prepare a tentative constitution and an organizational chart.

As a result of this preliminary meeting, the national organization was launched, and the first Interstate Conference of Distributive Education Clubs was held in Memphis, Tennessee, in April 1947. At that meeting, delegates from 12 states unanimously adopted a resolution to form a national organization.

The second national conference, held in St. Louis, Missouri, in 1948, saw the adoption of the constitution and the official name, the Distributive Education Clubs of America, designated DECA, and the acceptance of 17 charter member states. These were: Arkansas, Georgia, Indiana, Kansas, Kentucky, Louisiana, Michigan, Missouri, North Carolina, Ohio, Oklahoma, South Carolina, Tennessee, Texas, Utah, Virginia and Washington.

National Headquarters Established

In 1953, a national headquarters for DECA was established in Washington, D.C., with the help of the American Vocational Association.

DECA Distributor Introduced

The first issue of the *DECA Distributor*, the national publication of DECA, was presented during the second annual convention in St. Louis, with financial assistance from the first corporate sponsor to DECA—The Sears-Roebuck Foundation. The Sears-Roebuck Foundation made possible the employment of DECA's first full-time staff person and the first executive secretary of DECA in July 1953.

National DECA Builds a New Home

In 1975, following a successful National DECA Center Funding Campaign, a permanent home for DECA was established. The new National DECA Headquarters was built at 1908 Association Drive in Reston, Virginia. The National DECA Headquarters houses the employed staff of DECA Inc.

Membership History and Growth

Since moving into its new home, DECA's membership has continually increased. From 793 members representing 12 state associations in 1947, DECA has grown to more than 185,000 members representing 55 state/provincial associations. In 1980 DECA issued its first international charter to Canada, and now has provincial associations in Ontario and Manitoba. In 2000, DECA's first chapter in Europe was started in Osnabruck, Germany. DECA chapters now operate in over 4,500 high schools and 200 colleges across the U.S., Puerto Rico, Guam and Canada. International chapters also exist in Mexico and South Korea as well as Germany; and their representatives attend the International Career Development Conference and DECA career conferences. With these 197,500 members (185,000 high school and 12,500 college members), DECA has a significant impact on today's youth.

DECA's Divisions

High School Division

Any student enrolled in a secondary level marketing education, management or entrepreneurship instructional program in the U.S., its territorial entities, Canada or other international partners is eligible for membership in DECA at the local, state and national level. At the local classroom level, marketing education students form a DECA chapter and elect their own student chapter officers. The marketing education teacher-coordinator serves as the chapter advisor. A school with more than one teacher-coordinator may form more than one chapter, providing that each chapter has at least one advisor.

Delta Epsilon Chi Division

In 1958, several postsecondary institutions attempted to establish DECA chapters. In 1961, the Postsecondary Division of DECA, also known as the Junior College Division, was established and open for membership to marketing education students who were enrolled in less than baccalaureate degree programs. In 1982, the name of the division was changed to Delta Epsilon Chi. Membership was also extended to include students preparing for marketing, management, merchandising and entrepreneurial careers. Delta Epsilon Chi has also opened to four-year colleges and universities.

Alumni Division

The Alumni Division of DECA serves DECA in a supporting role. Membership in the Alumni Division is available to any former high school, Delta Epsilon Chi, or collegiate DECA member or any member of these divisions who is completing his/her last semester prior to graduation. Members may join through their local chapter or state association. Alumni members may judge competitive events, assist their local chapter or state association with leadership, conference and professional activities, serve as guest speakers, or participate in DECA activities as corporate representatives.

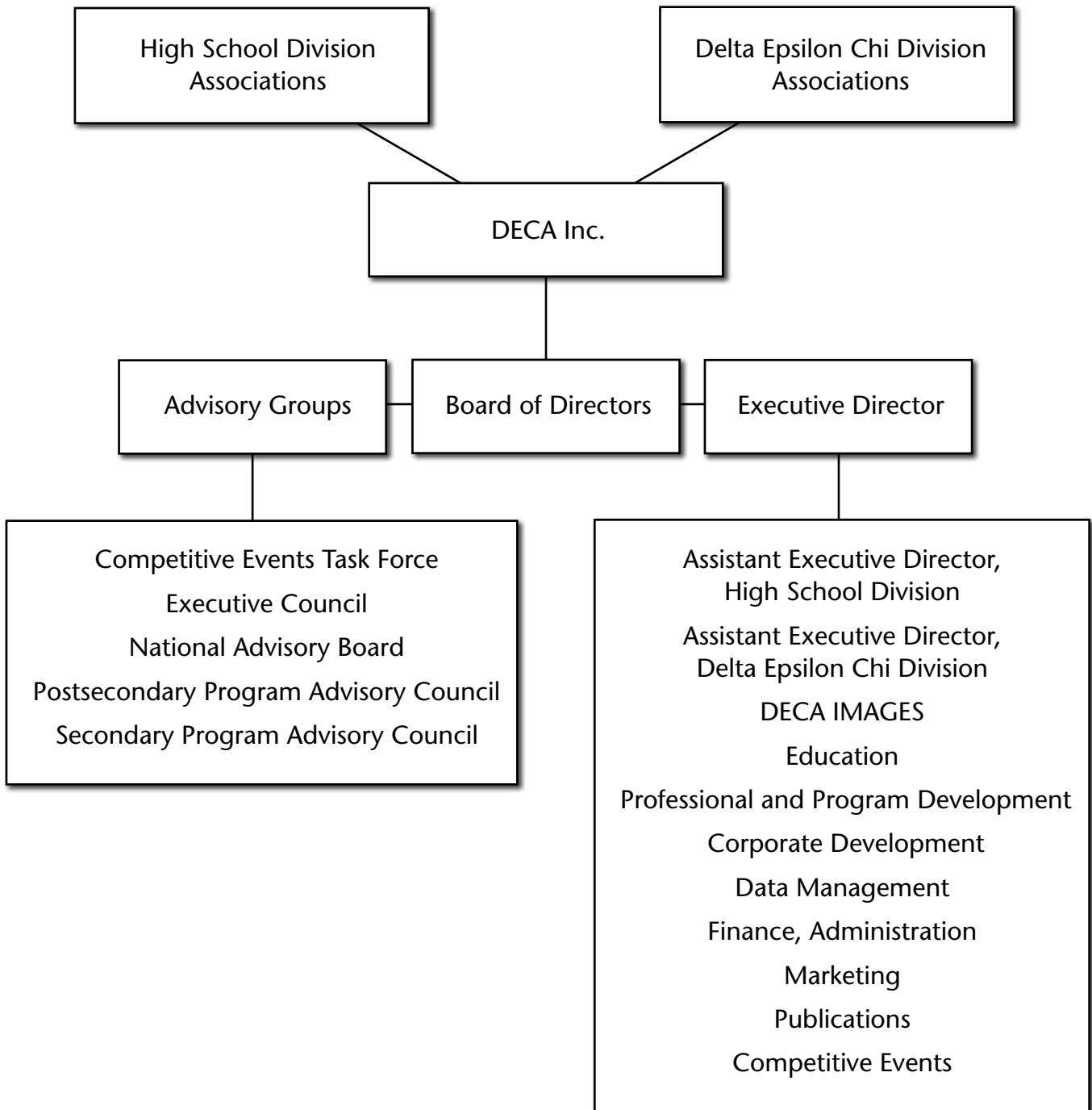
Professional Division

The Professional Division of DECA was established primarily to provide teachers of marketing education a means for identification with DECA in addition to serving as chapter advisors. Active members also include: local or state supervisory directors, teachers/educators and other professional marketing education personnel, cooperative employers, school administrators, board of education members, parents, advisory committee members and others who are helping to advance and support DECA on the local, state or international level.

Collegiate Division

The Collegiate Division of DECA was formed in 1970. This division functions as a student/professional division. The Collegiate Division is directed toward future marketing education teacher-coordinators, encouraging them to become local DECA advisors and helping them prepare for this advisory role.

Organizational Structure of DECA Inc.



Regions of DECA

The States and Provinces are divided geographically and separated into regions. Each of these regions, presided over by a national vice president, provide conference activities and services designed specifically for that region.

The four regions of DECA are listed below:

Western Region

Alaska
Arizona
California
Colorado
Guam
Hawaii
Idaho
Montana
Nevada
New Mexico
Oregon
Utah
Washington
Wyoming

Central Region

Illinois
Indiana
Iowa
Kansas
Kentucky
Manitoba, Canada
Michigan
Minnesota
Missouri
Nebraska
North Dakota
Ohio
South Dakota
Wisconsin

North Atlantic Region

Connecticut
Delaware
District of Columbia
Maine
Maryland
Massachusetts
New Hampshire
New Jersey
New York
Ontario, Canada
Pennsylvania
Rhode Island
Vermont
West Virginia

Southern Region

Alabama
Arkansas
Florida
Georgia
Louisiana
Mississippi
North Carolina
Oklahoma
Puerto Rico
South Carolina
Tennessee
Texas
Virginia
Virgin Islands

Publications

- DECA *Dimensions*:** DECA *Dimensions* is a quarterly magazine published during the school year by DECA for high school students. Subscriptions are included as part of the membership dues.
- DECA *Guide*:** The DECA *Guide* is the official annual statement of competitive event guidelines for the chapter advisor. The DECA *Guide* also contains the DECA IMAGES catalog.
- DECA *Advisor*:** The DECA *Advisor* is a newsletter for the Professional Division of DECA. The DECA *Advisor* is published four times a year during the school year.
- DECA IMAGES:** DECA IMAGES catalog includes over 200 publications, chapter aids and materials designed to help local, state and provincial associations develop and operate programs and activities. The catalog offers many specialty clothing and gift items designed to promote a positive, unified image for DECA.
- Chapter Packets:** Chapter packets include posters, calendars, chapter aids and special publications. Packets are mailed to all active DECA chapters periodically during the school year.
- DECA Planning Calendar:** The planning calendar contains information on important dates throughout the DECA year. It is also a resource to assist the advisor with events that occur during the school year.

Please refer to [Section VIII](#) for a complete description of each publication.

DECA's Web Site

The official DECA Web site, www.deca.org has all of the information on new, existing, and upcoming DECA activities and procedures. Below you will find a list of DECA URLs that you will find useful as you grow and develop your chapter.

DECA Membership

- Membership Recognition winners: www.deca.org/membershiprecogoverview.html
- How to join DECA: www.deca.org/membership_howtojoin.html
- Membership Campaign/DECA Week: www.deca.org/membershipcampaign.html
- Possible DECA Week activities: www.deca.org/campaignactivities.html
- Recruitment brochure materials: www.deca.org/recruitmentmaterial.html

DECA Conferences 2009–2010

- Regional Conferences: www.deca.org/conferenceoverview.html
- The New York Experience Conference: www.deca.org/nye1.html
- Sport & Entertainment Marketing Conference: www.deca.org/spec.html
- Summer Officer Leadership Conference: www.deca.org/summer_leadership.html
- International Career Development Conference: www.deca.org/icdc.html

DECA Competitive Events

- Event changes and updates: www.deca.org/pdf/CE_Intro_2010.pdf
- Become an Event Writer: www.deca.org/celisting.html
- List of competitive events: www.deca.org/CE_List_2010.html

DECA Leadership Training

- Chapter Management Academy: training for officers and emerging leaders: www.deca.org/leadership.html
- DEAC LEADS: training for state and chapter officers: www.deca.org/leads.html
- Leadership Development Academy: www.deca.org/lda.html
- Senior Management Academy: www.deca.org/smi.html
- Officer retreats: www.deca.org/pdf/officerretreat.pdf

National Officers

- 2009–10 National Officer bios and contact information: www.deca.org/01officers_hs.html
- National Officer Program of Work: www.deca.org/pdf/officer_pow.pdf

DECA Publications

- DECA Guide: www.deca.org/celisting.html
- Dimensions: www.deca.org/dimensions.html
- Advisor: www.deca.org/advweb.html
- DECA Year Roadmap Calendar: www.deca.org/roadmap.html

Introduction to DECA

DECA is a co-curricular, student-centered educational organization. For over 60 years, DECA's mission has been to enhance the education of students with interests in marketing, management and entrepreneurship.

Working hand-in-hand with the education and business communities, DECA's goal is for its student members to develop a "Career Success Kit" to carry into their business and personal lives after graduation, one that includes:

- Career competencies
- Job skills
- Leadership abilities
- An understanding and appreciation of community service
- Ethical values

To accomplish this, DECA uses on-the-job experience, chapter projects, and a competency-based competitive events program in more than 40 specific areas. DECA emphasizes academic and career excellence and helps to demonstrate the all-important direct relationship between curriculum and the real needs of business and industry.

The organization is nonprofit, nonpolitical and totally student oriented. All chapters are self-supporting, with members paying local, state/provincial and DECA Inc. dues. Each chapter elects its own student officers, and the local instructor serves as the chapter advisor. All chapters within a state/province comprise a state/provincial association under the leadership of the state/provincial advisor. Each state/province elects student officers for its division. The international organization is composed of the total of all state/provincial associations. Student delegates selected by each state, in turn, elect their international student officers. DECA Inc., the legal sponsoring unit of DECA, elects a board of directors, which is the policymaking group of the organization. DECA is the only international student organization operating in the nation's high schools that attracts individuals to the fields of marketing, management, finance, hospitality and entrepreneurship.

The DECA chapter is to the marketing education program what a civic or professional organization is to a group of businesspeople. Chapter activities are recognized as a part of the total educational program because they develop leadership skills, professional attitudes, business competency, citizenship characteristics and social growth of the individual. These same activities serve the instructor as a teaching tool by creating student interest in all phases of marketing, management and entrepreneurship.

DECA activities provide members with opportunities to serve in leadership roles, work in teams and receive local, state/provincial and international recognition.

How to Start a DECA Chapter

DECA works with you to make your job easier and your curriculum more interesting by providing programs, projects and classroom activities that help develop students' leadership, career and social skills.

The following is a suggested sequence for organizing a new chapter:

1. Recruit interested students. A minimum of 10 students and one advisor are all that you need to start a chapter.
2. Meet with the appropriate school administrator. After determining student interest, meet with the appropriate administrator from your school to make your DECA presentation. Include the following points:
 - DECA is a co-curricular program of activities that partners the education and business communities to provide meaningful and contemporary learning opportunities for high school and college students.
 - DECA enhances students learning experiences.
 - DECA helps provide skills students will need for life.
 - DECA is an international student association.
 - DECA activities provide opportunities to develop career interests and practical job skills, develop leadership abilities, and understand and appreciate civic responsibility and ethical values.
 - DECA provides opportunities for student and school recognition through its Competitive Events Program, leadership development programs, and extensive scholarship program.
3. Contact your state/provincial DECA advisor or DECA headquarters for membership procedures. They will provide initial membership materials and instructions. Complete the online membership process (<http://membership.deca.org>) and collect the appropriate dues. State/provincial and DECA Inc. dues are due to DECA Inc. by the November 15th deadline. A chart of state/provincial dues is listed on the Web site at <http://www.deca.org/membershipprocessing.html> ("Click here" in 3rd paragraph). You will then receive a new chapter letter and a 10% coupon from DECA IMAGES for your chapter as well as membership pins and cards for each member listed on your roster once dues are received at DECA Inc. headquarters. You will also begin to receive chapter packets, and members will receive a subscription to *Dimensions*, the DECA student magazine.
4. Start planning meetings and activities.
 - Explain the benefits of DECA membership.
 - Discuss the responsibilities and duties of chapter officers, as well as campaign and election procedures.
 - Plan the chapter's first activities—community service, social event, fund-raiser or attending a conference.

You are on your way!

Online Membership

Introduction:

Welcome to the High School Division online membership processing system. These instructions walk you through the online membership system in a step-by-step order so you will better understand the system and how to use it.

The online membership processing system allows you to choose your existing chapter, set up a new chapter and submit members; effectively manage your chapters' membership; and obtain 24-hour real-time access to membership data and reports.

Chapter Advisor Level:

To reach the **log-in screen**, you must have an active internet connection and access this URL: <http://www.deca.org/membershipprocessing.html> for membership information pertaining to the current year processing procedures and a link to log on to the online system. To go directly to the online membership system, type this URL: <http://membership.deca.org> in your browser.

For **existing users** (processed 2008-09 membership in the online membership system) you may use your established user name and password. If you have forgotten your information, use the *click here* below the log-in screen and choose **Forgot your user name and password?** Submit the email address that was used last year and your information will be emailed to this address. * If your email address has changed from last year, please call our membership department to have it corrected.

If this is your **first time** using the online membership system you will need a user name and password. To do this, go to the URL above and select the *click here* link below the log-in screen. Choose the action you wish to take. If your chapter was active last year but you are a new advisor, you would choose **Are you an advisor for an existing chapter?**

Input the user name and password you will use for the year. You will receive a confirmation email from DECA Inc. You may use your login immediately.

If, during the year, you forget your user name and password just come back to this screen and choose **Forgot your user name or password?** Type in your

email address that was used to register and the information will be emailed to that address.

If you were not active last year or do not find your chapter in the list for your state/province, choose **Need to register a new chapter?**

Use the **Click Here** to confirm that your chapter was not active last year.

Once you have logged in you are ready to enter your membership. You will be immediately transferred to the Alerts Screen. If there are no alerts you can hit **OK** and you will then be directed to the **Edit Chapter Information** screen.

First thing to do is verify/update chapter information. The advisor can edit the following:

- Mailing Address (required)
- Phone Number (required)
- Fax Number (required)
- Web site
- School Administrator
- Chapter Status (required)
 - New Chapter
 - Paid National Dues Last Year
 - Re-Activated Chapter (not active the previous year)
- Operates a SBE (school-based enterprise)
- District (optional)

Choose **UPDATE** and it will save the information. You will be directed to the **Main Menu** which shows your chapter id, chapter name, and the last time that you logged in. You have the following options:

- Edit Chapter Information
- Update Student Membership Roster
- Update Advisor Membership Roster
- Update Alumni and Professional Membership Roster
- Edit Existing Members
- Submit Roster to DECA
- View Statement
- Download Membership Data
- Print Membership Roster
- View Alerts

NEW CHAPTER REQUEST

Please complete this form to request a new chapter. Your chapter will be provisionally created, and you will be allowed to access the membership system immediately.

NOTE: Please confirm that your chapter has not already been created before creating a new chapter! [Click Here](#) to request a login for your chapter if it has been created.

School Name

Address 1

Address 2

City

State/Province

Zip

Country

Your First Name

Your Last Name

Your Email Address

Your Desired User Name

Your Desired Password

Confirm Password

log out | admin manage chapters Last Logged In: 7:42:37 AM 8/3/2007

MAIN MENU

- [Edit Chapter Information »](#)
- [Update Student Membership Roster »](#)
- [Update Advisor Membership Roster »](#)
- [Update Alumni and Professional Membership Roster »](#)
- [Edit Existing Members »](#)
- [Submit Roster to DECA »](#)
- [View Statement »](#)
- [Download Membership Data »](#)
- [Print Membership Roster »](#)
- [View Alerts »](#)

EDIT CHAPTER INFORMATION

Edit Chapter Properties

* Indicates a required field

School Name

Address Line 1

Address Line 2

City

State/Province

Zip/Postal Code

Country

Phone *

Fax *

Web Site URL

District

District is a text field you can use to distinguish your chapter within its state. Some states have areas, regions or districts (e.g., District 1, District 5, Area 5, Region 2) that they would like to track membership. Please use this field for that purpose.

School Administrator

Chapter Status

There has been a terminology change this membership year for your Chapter Status. **Affiliated Last Year** is now **Paid DECA Inc. Dues Last Year** (You were a chapter with members in the previous school year) and **Re-Affiliated Chapter** is now **Re-Activated Chapter** (You were a chapter with members at least more than one school year ago). **New Chapter** is a chapter that is brand new.

Operates SBE?

100% Membership?

The UPDATE STUDENT MEMBERSHIP ROSTER option:

To enter members, you will choose the **ADD** button and another screen will pop up. This is where you enter your members.

This screen allows 5 members to be entered at once. You must select their gender (male or female), Year in School (Freshman, Sophomore, Junior, or Senior), and students' place of employment (optional). Once you enter 5 members then you will choose **OK** to add those members. The members that you just entered will now appear in the **Unsubmitted Box** on the screen.

To add more members, you will choose the **ADD** button again and repeat the process until you have finished with the membership you are entering. You can stop at any time and come back to enter members to this Unsubmitted Students box.

Have student membership in an excel format already? You can upload them by using the click here option in the opening paragraph of the **UPDATE STUDENT ROSTER MENU** (above). After you use the click here option the **UPLOAD STUDENTS MENU** will appear.

Your file **MUST** be in a specific format and layout. You can download a sample of the layout by using the **click here** option in the paragraph.

UPLOAD STUDENTS MENU

You would then use the file you downloaded to input the information or create a new one. You must save it in a .CSV file format not the .XLS format. Once this is done, you can use the **BROWSE** button to find the file on your computer. Once the file has been chosen and it shows in the **FILE** box, choose the **UPLOAD** button and wait for the confirmation.

	A	B	C	D	E	F	G
1	FirstName	MiddleName	LastName	NameSuffix	Gender	Grade	Employment
2	Joe	Q	Decamember Jr.		Male	Freshman	Some Employer
3	Jane	Q	Decamember		Female	Junior	Some Employer
4							
5							
6							
7							
8							

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Once your students are complete you will go to the **UPDATE ADVISOR MEMBERSHIP ROSTER** on the Main Menu:

The process for adding advisors is similar to adding students but we request more detailed information for the advisor. The advisor filling out the online membership would choose the **ADD** button as with the students. On the **Advisor Screen** you will choose Primary or Secondary Advisor status plus contact information.

For each advisor you must enter:

- First Name
- Middle Name (optional)
- Last Name
- Name Suffix
- Title (i.e., Dr.)
- Gender
 - Male
 - Female (default)
- E-mail Address
- Phone (required)
- Fax (required)
- Years of DECA Service (defaulted at 1—includes current year)
- Whether or not they are a new advisor
- Type of advisor
 - Primary
 - Secondary

If the advisor is an Honorary Life Member at either the State/Provincial or DECA Inc. level then they must contact DECA's membership department to fix that on their roster. To add the advisor, you have to Choose **OK**. Repeat the same steps for each advisor.

The **ALUMNI AND PROFESSIONAL MEMBERSHIP ROSTER** option:

Again, this screen is identical to both the advisor and student screens. When they choose **ADD**, the screen that appears will be different. Information needed for the Alumni and Professional members is:

- First Name
- Middle Name (optional)
- Last Name
- Name Suffix
- Gender – Male - Female (def.)
- E-mail Address
- Phone (optional)

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UPDATE ADVISOR ROSTER

To add an advisor to the roster, click on the ADD button below. Repeat this process for each advisor. You can add advisors at any time during the year.

NOTE: Any advisors listed below have not yet been submitted to DECA for membership.

Unsubmitted Advisors

ADD ADVISOR

After adding an advisor, click OK to save the information and return to the UPDATE ADVISOR ROSTER screen. From there you can again click ADD to enter additional advisors. NOTE: You must have a Primary Advisor entered into the system in order for your membership to be processed.

Edit Advisor Properties

First Name	<input type="text"/>
Middle Name	<input type="text"/>
Last Name	<input type="text"/>
Name Suffix	<input type="text"/>
Title (i.e. *State Director)	<input type="text"/>
Gender	Female <input type="button" value="v"/>
Email Address	<input type="text"/>
Phone	<input type="text"/>
Fax (optional)	<input type="text"/>
Years of DECA Service (including current year)	1 <input type="button" value="v"/>
New This Year?	No <input type="button" value="v"/>
Advisor Type	Primary Advisor <input type="button" value="v"/>

IMPORTANT NOTE: Please double check spelling. The information entered here will be used to verify membership, create name badges, etc. You will not be able to change member names after submitting to DECA.

LIFETIME MEMBERS: If this advisor is a lifetime member and does not pay state membership dues, you must contact DECA Inc. to request a dues exemption BEFORE you submit the roster!

- Fax (optional)
- Address Line 1 (required)
- Address Line 2 (optional)
- City (required)
- State (required)
- Zip (required)
- Type

Alumni or Professional

To add more than one alumni or professional you will need to repeat the steps for each member. This will enable us to provide them with their annual subscription to *Dimensions*.

The Alumni and Professional section also has a .CSV formatted file to download. Your file must be in a specific format and layout. You can download a sample of the layout by using the [click here](#) option in the paragraph.

You would then use the file you downloaded to input the information or create a new one. You must save it in a .CSV file format not the .XLS format. Once this is done, you can use the BROWSE button to find the file on your computer. Once the file has been chosen and it shows in the FILE box, choose the **UPLOAD** button and wait for the confirmation.

The EDIT EXISTING MEMBERS Option:

This option will allow you to view your entire membership and change only certain information about a member. Click **EDIT** after the name of a student and you can **ONLY** change Gender, Grade, and Employment. Click **EDIT** after an advisor and you can **ONLY** change Title, Gender, E-mail Address, Phone Number, Fax Number, and Years of Service. Click **EDIT** after an Alumni or Professional Member and you can **ONLY** change Phone Number, Fax Number, Address, City, State, Zip, E-mail Address, and Gender.

The SUBMIT ROSTER TO DECA option:

All of the students, advisors, and alumni/professionals that were entered for the chapter will appear in their appropriate boxes. You may put in the check number that will be used to pay the dues, but is not necessary. **Remember that payment will not be processed until a check is received.** The advisor will then choose OK to

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ADD ALUMNI AND PROFESSIONAL MEMBERS

After adding a member, click OK to save the information and return to the UPDATE ALUMNI AND PROFESSIONAL MEMBER ROSTER screen. From there you can again click ADD to enter additional members.

Edit Alumni or Professional Properties

First Name*	<input type="text"/>
Middle Name	<input type="text"/>
Last Name*	<input type="text"/>
Name Suffix	<input type="text"/>
Gender	Female <input type="button" value="v"/>
Type*	Alumni <input type="button" value="v"/>
Phone Number	<input type="text"/>
Fax Number	<input type="text"/>
Email Address	<input type="text"/>
Address Line 1*	<input type="text"/>
Address Line 2	<input type="text"/>
City*	<input type="text"/>
State/Province*	Alabama <input type="button" value="v"/>
Zip*	<input type="text"/>

* indicates a required field

IMPORTANT NOTE: Please double check spelling. The information entered here will be used to verify membership, create name badges, etc. You will not be able to change member names after submitting to DECA.

OK CANCEL

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SUBMIT ROSTER

Students

Advisors

Alumni and Professional Members

- Check number is not required to Submit the Roster to DECA. You may leave these fields blank. Please print your invoice and submit to your accounting office. Mail the invoice with one check for DECA Inc. dues and State dues payment to DECA Inc. Our address is on the upper right hand corner of the invoice.
- If paying by credit card, DECA Inc. will accept VISA and MasterCard. We cannot take credit cards over the online membership system. Please print your invoice and contact DECA's Membership Department at 703-860-5000 with your credit card information. A credit card fee will be added for amounts charged. Fee scale is as follows:
 - Charge amount: \$1-\$250 fee is \$5
 - Charge amount: \$251-\$500 fee is \$15
 - Charge amount: \$501-\$1000 fee is \$25
 - Charge amount: \$1001 and higher fee is \$35
- DECA Inc. does not accept a Purchase Order for payment of Membership Dues. Once the check is received it will be applied to the invoice for payment.

Check Number

OK CANCEL

submit the members. A screen will pop up making sure the advisor wants to submit the members, they will choose **OK**. An invoice will automatically be generated showing the advisor what to pay. You must have the pop-up blocker turned off in your browser in order for the PDF invoice to be generated. **An e-mail regarding your submission will be sent to both DECA Inc. and the State/Provincial Advisor.**

The **VIEW STATEMENTS** option:

From this menu you can view all of the invoices that were submitted for your chapter. This menu is where you will go to see if your payments have been received and posted. To view the invoice you would choose the view link and a PDF will appear of that invoice.

The **DOWNLOAD MEMBERSHIP DATA** option:

You can download your membership data to an excel format and also choose who you wish to download. Select the members you would like to choose by clicking the box beside the persons' name or you can Select All to choose everyone. After all the members are selected choose **OK**.

The **PRINT MEMBERSHIP ROSTER** option:

Under this option you have four report choices:

- **Unsubmitted Roster Report:** Will be a PDF roster for all members that have been entered into the system but not submitted to DECA. This will be one roster no matter when the names were entered.
- **Submitted Roster Report:** Will be a PDF roster for all members that have been submitted but not paid. This will be one roster no matter when the names were submitted or how many additions rosters were submitted.
- **Paid Roster Report:** Will be a PDF roster for all members that have been submitted and paid for. This, too, will be one roster no matter when the names were submitted.

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CHAPTER STATEMENT

Statement

#	Type	Date	Amount	Balance Due	
01389	Invoice	11/2/2005	\$624.00	\$0.00	view >
20061	Payment	11/23/2005	-\$624.00	\$0.00	
02554	Invoice	11/28/2005	\$24.00	\$0.00	view >
20420	Payment	2/1/2006	-\$24.00	\$0.00	
Total Balance Due				\$0.00	

NOTE: INVOICE TOTAL AND BALANCE DUE AMOUNTS MAY NOT REFLECT RECENT CHANGES.

CLOSE

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DOWNLOAD MEMBERSHIP DATA

Select members to download by checking the appropriate boxes, or click on Select All at the bottom of the page. Then click OK. NOTE: To make another download request, use the boxes to change status of individual members, or click on Clear All to start over.

Student Members

☒ Aiken, Mandi
☐ Ammer, Heather

Advisor Members

☒ Clement, Marsha T. Ms.
☐ Smith, Delain L. Mrs.

Alumni and Professional Members

☐

Select All | Clear All

OK CANCEL

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PRINT MEMBERSHIP ROSTER

Both types of roster reports contain Chapter information, Primary Advisor information, and a listing of students, advisors, alumni and professionals by category. All reports will appear in pdf format.

- **Unsubmitted Roster Report »**
Students, advisors, alumni and professionals listed have not yet been Submitted to DECA.
- **Submitted Roster Report »**
Students, advisors, alumni and professionals listed have been Submitted to DECA, but dues have not necessarily been received by DECA Inc.
- **Paid Roster Report »**
All students, advisors, alumni and professional members whose dues have been received by DECA Inc.
- **Alumni Addresses CSV »**
A CSV format file containing submitted Alumni Addresses and contact information.

- **Professional/Alumni Addresses CSV:** Will be a .CSV file that will open in EXCEL that contains all of the Professional and Alumni Member Addresses and contact information. This document can then be used to create mailing labels.

The VIEW ALERTS option:

Once the membership has been entered you (or your representative) log in and an ALERTS screen will pop up letting you know of any **ALERTS** that you may have regarding your membership.

There are a couple of different ALERTS that a chapter advisor may see:

- **ALERT:** You have unpaid members. *Click here* to view your statement. When you use the click here option it will take you to your **Statements** page.
- **ALERT:** You have unsubmitted members. *Click here* to view and submit. When you use the *click here* option it will take you to the **Submit Roster** screen.

Note that the system is set up to send automatic e-mail ALERTS at 14 days, 30 days, 60 days, 90 days, etc., increments for any ALERTS that are still outstanding. The State/Provincial Advisors and Administrators will receive copies of the outstanding ALERTS.

If there are no ALERTS, choose the OK button to proceed to the MAIN MENU.

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Frequently Asked Questions from Chapters Regarding the Online Membership System

Where do I go to login?

The site can be accessed through our Web site at www.deca.org/membershipprocessing.html or the direct link is <http://membership.deca.org>

What is my user name and password, my chapter ID and my e-mail do not work?

If this is your first time using the membership system, you will need to set up a user name and password. You do that by using the Click Here option under the Login Screen and picking the best statement that describes you. Simply follow the screens after that. If you were using the online membership system last year, your user name and password have not changed.

I have forgotten my user name and password; can you tell me what it is?

You can use the Click Here option under the Login Screen and select the Forgot User Name and Password link. Fill out the appropriate information and you will receive it in your e-mail. You have to use the same e-mail address that you used when setting up your user name and password. If your Email has changed from last year, please contact our membership department for assistance.

What is my Chapter ID?

It can be found using the Chapter ID lookup function during the set up of your user name and password. I suggest simply pulling your chapter name down from the drop down box and just filling in your state. Your Chapter ID can also be found in the membership materials you received in August.

Can you send me an invoice for my dues?

You receive an invoice to print when members are submitted online any time during the membership year. You can log in and select View Statement on the main menu, click the blue view button after the invoice you wish to view and print.

What is the minimum number of members needed on a roster?

The minimum chapter size is ten (10) student members and one (1) advisor (you are okay as long as you have any combination of 11 paid members). The only exception is in the case of a new or reactivated chapter, who has two years to obtain the minimum chapter size.

I have submitted a roster online but no invoice appears under the View Statement part of the online member?

If the invoice cannot be viewed immediately or doesn't appear on your screen after hitting the Submit Roster to DECA button contact our membership department at 703-860-5000 and ask for Michael Mount.

How do I change a students' name?

Once a name is submitted it cannot be deleted or changed. The only change that can take place is a misspelling. Please submit any misspellings to Michael Mount via e-mail to michael_mount@deca.org showing the incorrect spelling and the correct spelling.

Many of my students use nicknames. Should their full name or nickname appear on the roster?

When submitting names; use full names, not nicknames. The name should appear the same on ALL documents (conference registration, competition, etc.) throughout the year.

What is an alumni member?

Alumni members are individuals who have graduated and wish to remain involved with the program by paying the appropriate DECA Inc. and state/provincial/territorial dues.

What is a professional member?

Professional members are individuals from the community (i.e., business leaders) who are active with the chapter. They must pay the appropriate DECA Inc. and state/provincial/territorial dues.

The program isn't working on my computer; can I do it the old way?

We need to check the requirements of the system to make sure your computer meets the minimum requirements. Are you using a PC or a Macintosh?

- If a PC, then you must be using Internet Explorer 6.0 or higher. To check your version, open up Internet Explorer and go to HELP on the menu bar. Click on About Internet Explorer and the version is the first line after the logo. If you are not running 6.0 or higher, then you will need to upgrade your Internet Explorer through www.microsoft.com.
- If you are running 6.0 or higher then we need to make sure you have your pop-up blocker is either turned off or set to allow any page from <http://membership.deca.org> to be displayed. This can be done on the pop-up blocked notification bar at the time of the incident.
- Netscape is not a supported browser with our membership system.
- If you are using a Macintosh then you must use either FIREFOX or SAFARI as your internet browser. Internet Explorer and NETSCAPE are not compatible with our system on a Macintosh platform. This will solve most problems with the Macintosh. If you still are experiencing problems with your Macintosh, try to use a PC in your school or contact our membership department at 703-860-5000.

How do I submit names of new members once my initial roster of members has been submitted?

Just go back into the online membership system and enter new members the same way you entered the initial members. Double check to make sure your chapter information is still correct.

How do I know which members have NOT been submitted?

From the MAIN MENU screen, go to the Update Roster function for each type of member to see which ones haven't been submitted.

How do I know which members have been submitted?

From the MAIN MENU screen, go to Print Membership Roster.

Who must pay membership dues?

Board policy states that ALL members, including chapter advisors, must pay membership dues.

Have you received our payment of dues yet?

It takes approximately 5 to 7 business days to process your payment once received at DECA Inc. You can log in to the online system and go to View Statement. All payments and invoices are located in this module.

Do you accept Purchase Orders as payment?

Purchase Orders are not accepted as a method of payment. We will only make a payment on your account once a check is received.

Do you take credit cards or purchasing cards for payment of dues?

We do accept credit or purchasing cards for payment of dues. There are fees associated with card usage. Fees are as follows:

\$1-\$250 = \$5
\$251-\$500 = \$15
\$501-\$1000 = \$25
\$1001 and higher = \$35

We received our pins and cards but weren't recognized for achieving 100% membership?

When submitting members online, the chapter information page should be checked with 100% membership in the pull down menu. If this was not done, please contact us!

Do I send both State and DECA Inc. dues to you?

All dues are processed through DECA Inc. and then sent out to your State/Provincial Advisor with a report showing when we received the payment, the amount that was applied to your account and any balance that you may still have.

What do I need to send with my dues check?

An Original Invoice signed and dated by the chapter advisor or a copy of the View Statement page from the online membership system.

Where do I send my dues?

You will send them to our address, which is printed on the upper right-hand corner of your invoice. The address is:

DECA Inc.
Attn: Membership Department
1908 Association Drive
Reston, VA 20191

Please e-mail any questions to Michael Mount at michael_mount@deca.org.

** If you cannot get your computer to work with our system, please call our Membership Department at 703-860-5000 for assistance.*

Explaining the Benefits of DECA Membership to Administrators

When explaining the benefits of DECA membership to your school administrators, you can select from the information provided that best suits your particular situation. This section includes membership benefits in three broad categories: the educational system, benefits to students and benefits with businesses.

Membership benefits within the educational system:

- DECA is recognized by Congress and endorsed by the U.S. Department of Education.
- DECA is co-curricular and is integrated into the marketing education curriculum.
- DECA is chartered through State/Provincial Departments of Education and has 501 (c) 3 IRS status.
- DECA provides co-curricular programs and activity tools that teach the practical skills of career preparation, encourage exploration of career fields and provide experience in the world of work.

Membership benefits for students:

- DECA students can prepare for careers that reflect their interests, values and skills. They gain an understanding of the skills and attitudes needed for success and receive guidance toward finding satisfaction in life's work.
- DECA connects the importance of lifelong learning with success in marketing-related careers.
- DECA members can apply classroom knowledge to real-world business situations through participation in competitive events and school-to-work learning experiences.
- DECA chapter activities and competitive events emphasize the importance of cooperation, teamwork and cohesiveness. Considering the thoughts of others is important in evaluating their own thinking skills.
- DECA is the premier student organization attracting individuals to the fields of marketing, management, finance, hospitality and entrepreneurship.
- DECA members develop leadership skills by serving as officers, committee members and spokespersons; attending conferences; planning and conducting elections and meetings; and developing and managing a program of work.
- DECA offers state/provincial and international recognition through competition in over 40 occupational areas. Recognition for achievement contributes to the development of self-esteem.
- DECA's Competitive Events Program provides avenues through which students can demonstrate their individual initiative and creativity and encourages self-discipline and self-improvement. Experiencing personal growth and self-fulfillment enhances a student's self-concept.
- Through a variety of activities, students can develop skills such as communicating appropriately, making introductions, writing letters of appreciation and congratulations, dressing appropriately and using dining etiquette.
- DECA awards more than \$400,000 in scholarships each year. DECA has partnerships with numerous colleges and universities that offer DECA members more than \$9 million in scholarships to their institutions. Through participation in activities and competitive events, students can earn certificates, plaques, trophies, scholarships and internships.

- DECA members learn the lessons of constitutional democracy through participation in projects and elections. They also demonstrate good citizenship through contributions to their school, community and country.
- DECA is diverse.
- DECA has over 5,000 chapters.
- DECA membership is available in all 50 states, 2 U.S. territories, 2 Canadian provinces (Ontario and Manitoba), Germany and Mexico.
- DECA has over 185,000 high school and college members.
- DECA's student membership is a reflection of the nation's student population.
60% white 17% African American 15% Hispanic
4% Asian 4% Other
- DECA works because students' needs are met.

Membership benefits with businesses:

- A 60-member National Advisory Board provides financial resources and active personnel support.
- Thousands of business leaders support local DECA chapters as employers, guest speakers, competitive event judges and sponsors.
- Business leaders serve on local advisory committees.
- Business involvement aids local, state/provincial and international members.

Explaining the Benefits of DECA Membership to Parents

When explaining the benefits of DECA membership to parents, it is important to stress the opportunities DECA offers students. Those opportunities include leadership development, scholarship opportunities and student recognition.

- DECA is co-curricular and is integrated into the marketing education curriculum.
- DECA provides co-curricular programs and activity tools that teach the practical skills of career preparation, encourage exploration of career fields and provide experience in the world of work.
- DECA focuses students on defining their college and career goals and emphasizes the relevance of core studies.
- DECA connects the importance of lifelong learning with success.
- DECA members develop leadership skills by serving as officers, committee members and spokespersons; attending conferences; planning and conducting elections and meetings; and developing and managing a program of work.
- DECA offers state/provincial and international recognition through competition in over 35 occupational areas.
- DECA awards more than \$400,000 in scholarships each year. DECA has partnerships with numerous colleges and universities that offer DECA members more than \$9 million in scholarships to their institutions.
- DECA promotes free enterprise and entrepreneurship.
- A 60-member National Advisory Board provides financial resources and active personnel support.
- DECA has over 5,000 chapters.
- DECA membership is available in all 50 states, two U.S. territories (Puerto Rico and Guam), two Canadian provinces (Ontario and Manitoba), Germany and Mexico.

- DECA has over 185,000 high school and college members.
- DECA's student membership is a reflection of the nation's student population.
60% white 17% African American
15% Hispanic 4% Asian 4% Other
- DECA's membership is equally divided between male and female members.
- DECA works because students' needs are met.

Teachers that are actively involved with DECA generally experience enhanced career satisfaction and rewards. DECA activities are designed to motivate both students and teachers and to meet the needs and interests of students. The activities generate greater student involvement, positively influencing their participation and decreasing the number of disciplinary concerns. Other areas in which teachers can benefit from DECA involvement are listed below:

- Recruiting students for DECA participation is readily achieved. Students and parents actively seek such programs that provide students with opportunities to apply their knowledge and skills to real-world situations and to be recognized for their accomplishments.
- Thousands of employers are aware of DECA and the excellent education and training that the students receive. Recognizing that this training will provide them with a pool of potential future employees, business and industry representatives willingly contribute their time, expertise and resources to support DECA chapters.
- Many new and experienced teachers serving as DECA advisors indicate that major sources of their professional and personal growth include advisor in-services, the collegiality of working with other advisors, and occasions for networking with local and national business leaders.
- DECA combines marketing, management and entrepreneurship curriculum with real-world instructional activities, many of which are supported by teaching aids, such as teachers' guides, project guides and computer software.
- Knowing that the success of DECA participants is dependent on the knowledge and skills gained from a business curriculum, school and community members recognize and appreciate the expertise and contributions of teachers involved with DECA.
- Getting to know one another outside of the classroom can be a valuable experience for students and teachers alike. As a result of their cooperative working relationship with DECA students, advisors tend to form many and long-lasting friendships.

The community benefits from DECA through the workplace training that DECA provides to students. In addition, community members recognize that:

- DECA strives to be on the cutting edge of educational reform by integrating innovative and current best practices into its competitive events program and activities. DECA student achievement, reflecting higher standards and increased program goals and accountability, is readily observable and commended by the educational and civic communities.
- Through their involvement in and support of DECA, local and national businesses can make known their specific requirements for qualified employees and directly influence the development of effective programs.
- Participating in community service projects helps DECA students understand and appreciate the responsibilities of citizenship. Over the years DECA community service projects have raised millions of dollars for a variety of charities and causes.

Organizing Your Chapter

Once you have taken the initial steps to *start your school's DECA chapter* you will want to take the next step by holding a planning meeting. The following is a suggested organizational meeting.

1. Hold an orientation meeting.
 - Explain the benefits of membership.
 - Address the purposes and goals of the organization.
 - Allow students' questions.
 - Discuss and develop a *constitution for the local chapter*. (See page II–17.)
 - Discuss the responsibilities, characteristics and *duties of the chapter officers*. (See page III–1.)
 - Present campaign regulations and election procedures.
 - Decide on a dues structure for the chapter. Remember to add state/provincial and DECA Inc. dues.
 - Obtain a copy of *Robert's Rules of Order, Newly Revised. Guide to Parliamentary Procedure*. This resource will govern the parliamentary procedure of your chapter meetings.
2. Elect officers.
3. Collect dues. State/provincial dues vary by state/province. A dues chart is on the web at <http://www.deca.org/pdf/membershipdues.pdf>. DECA Inc. and state/provincial dues are due to DECA Inc. by the November 15th deadline.
4. Hold an executive committee officers meeting to discuss parliamentary procedures, the duties of each officer, how to prepare an agenda and how to conduct a meeting.
5. Develop a *program of work*. (See Section IV.)
6. Set a time and a location for new *officer installation* and membership induction. See pages III–15 through III–21.

Sample Chapter Constitution

The following is a suggested format for your chapter's constitution. The list of officers and the procedures for selecting them are only suggestions. Many chapters develop other titles and selection methods.

Constitution of (School) Chapter, (State/Province) Association of DECA Inc.

Article I: Name

Section 1. The official name of this organization shall be "(School) Chapter of the (State/Province) Association of DECA Inc." and may be referred to as "(School) DECA chapter."

Article II: Purpose

Section 1. To assist our members in the growth and development of DECA.

Section 2. To develop a respect for education in marketing, management and entrepreneurship that will contribute to occupational competence and career success.

Section 3. To promote understanding and appreciation for the responsibilities of citizenship in our free enterprise system.

Article III: Organization

Section 1. The (School) DECA Chapter may be chartered as a member of (State/Province) DECA upon approval of the (State/Province) DECA Executive Committee.

Section 2. The classes of membership that shall be recognized are:

High School Division members

Collegiate Division members

Alumni Division members

Professional Division members

Honorary Life members

Article IV: Voting

Section 1. (School) DECA Chapter members shall exercise their franchise in (State/Province) DECA through voting delegates as may be approved by the (State/Province) Association of DECA Inc.

Article V: Meetings

Section 1. Regular meetings shall be held at least once each month during the school year.

Section 2. Parliamentary procedure of all meetings will be governed by *Robert's Rules of Order, Newly Revised. Guide to Parliamentary Procedure*.

Article VI: Officers

Section 1. The officers of the (School) DECA chapter shall consist of a president, vice president, secretary, treasurer, reporter, parliamentarian and historian, and each shall exercise the usual duties of the office to which he/she has been elected.

Section 2. The officers of the (School) DECA chapter shall be nominated and elected by ballot at the first regular business meeting of each school year. A majority vote of the members shall be necessary to elect.

Article VII: Advisor(s)

Section 1. The (School) DECA chapter advisor shall be the marketing education teacher of the (School) program.

Article VIII: Finances

Section 1. (School) DECA chapter will be responsible for state/provincial and DECA Inc. dues according to the number of individual members claimed in each membership classification times the amount of money established for that classification of the state and international levels.

Section 2. The (School) DECA chapter advisor shall be responsible for the DECA chapter finances and will furnish an annual audit to the (State/Province) DECA advisor.

Article IX: Emblem and Colors

Section 1. DECA Diamond. The four points of the DECA Diamond represent Vocational Understanding, Civic Consciousness, Social Intelligence and Leadership Development.

Section 2. The colors of the (School) DECA chapter shall be blue and gold.

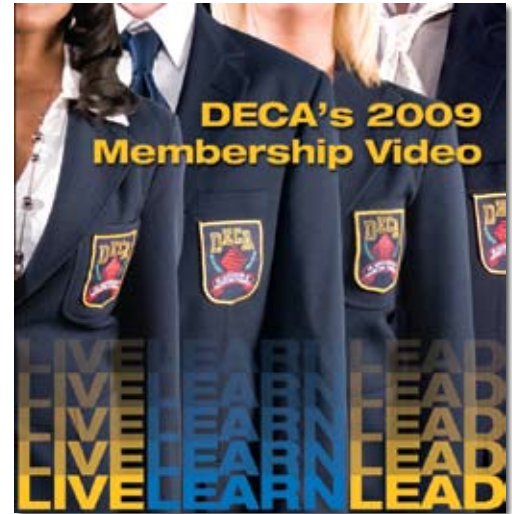
Article X: Amendments

Section 1. To amend this Constitution, the proposed amendments must be presented, in writing, to the president by any DECA member. The president will present the amendment to the membership where it must be approved by a two-thirds majority vote for adoption.

Section 2. No rules, regulations or bylaws shall be adopted which are contrary to this Constitution.

Membership DVD

Every year DECA produces a new membership recruitment DVD. This recruitment DVD with an appealing musical background shows prospective members, parents, the school community and business partners what DECA is and what it offers. Students get a taste of the excitement of the wider DECA world, and even experience the electric atmosphere of a DECA conference.



Chapter Officer Duties

Chapter Officer Responsibilities

It is important for the development of each chapter to have a well-qualified and dependable team of officers. With capable officers, the business of the chapter will be conducted in proper parliamentary fashion, an effective program of work that includes all members will be maintained, records and minutes will be up-to-date and complete, good publicity will be generated and all members will grow professionally.

Good judgment should be exercised by the membership when electing qualified officers. It is a mistake to look only for the most popular members. Qualifications for the position to which the individual will be elected should be the prime consideration. It is highly recommended that you review the responsibilities of each office with all chapter members before officer nominations begin. Be sure you have nominated a slate of officers who are willing to work hard to perform the duties and responsibilities of each office and who possess leadership qualities.

Chapter officers should be the chapter leaders. A leader is one who can communicate ideas and feelings, yet who is willing to listen and understand the need for democratic procedures. A good leader respects the rights, abilities and dignity of every member and is able to convey enthusiasm and inspire confidence. A good leader has the courage of convictions, but is open-minded. A leader is vitally interested in everything that concerns the chapter and the community and is willing to put the good of the chapter before personal desires.

President

Overall Responsibilities

1. Presides over and conducts chapter meetings in accordance with accepted parliamentary procedure.
2. Keeps the meeting to its order of business.
3. Sees that time limits are observed.
4. Handles the discussion in an orderly way:
 - a. Gives every member who wishes a chance to speak.
 - b. Tactfully keeps all speakers to rules of order and to the question.
 - c. Gives pro and con speakers alternating opportunities to speak.
5. Does not enter into discussion.
6. States each motion before it is discussed and before it is voted upon.
7. Puts motions to a vote and announces the outcome.
8. Maintains impartiality by voting only on ballot votes or to cast the deciding vote.
9. Should be familiar enough with parliamentary law to inform the assembly on proper procedures.
10. Appoints committees when authorized to do so.
11. Suggests motions (e.g., for adjournment) but may not make them.

Other Duties and Responsibilities

1. Represents the chapter at special school events, civic clubs and other out-of-school organizations.
2. Coordinates and guides the efforts of all chapter officers.
3. Serves as ex-officio member of chapter committees.
4. Consults regularly with the chapter advisor on the progress of the chapter's program of work.
5. Determines the need for special chapter meetings and calls them.
6. Promotes energetic activity on the part of chapter members by displaying enthusiasm.
7. Conducts himself/herself at all times in a manner that reflects credit upon the chapter.
8. Counsels with other chapter officers concerning their duties and responsibilities.

During a chapter meeting, the president can remain seated during the meeting except at these times:

1. To call the meeting to order
2. To put a question to vote
3. To give his/her decision on a point of order
4. May stand to recognize speakers (particularly if assembly is large)

The president should stay seated while others speak in debate unless his/her view of the speaker is obstructed.

In speaking to the assembly, the president refers to himself/herself as "the chair."

Vice President

Overall Responsibilities

1. Assists the president in the discharge of his/her duties and responsibilities.
2. Presides over chapter and executive committee meetings in the absence of the president.
3. Assumes the full duties and responsibilities of the president should he/she be absent for a long period of time or leave the chapter permanently.
4. Coordinates and guides the efforts of all chapter committees, serving as an ex-officio member.

Suggestions for the President and Vice President When Conducting a Meeting

1. Begin the meeting on time (with two taps of the gavel). Members will be there if they know the meeting will begin at a specified time. Start your first meeting even if only a few members are present. They will be on time for the next meeting knowing you're going to start on time because they won't want to miss anything.
2. Be sure a quorum (51%) is present before beginning the business portion of the meeting. A quorum is the minimum number of members required to be present at an assembly or meeting before it can validly proceed to transact business.

3. Always keep the meeting under control. Be fair. Limit discussion by any one individual. Do not let one person dominate the conversation. If one person does, let that individual know you are calling on others in order to allow everyone the opportunity to express their views. Use the gavel of authority when necessary.
4. Conduct your meeting according to parliamentary law.
5. Refer to yourself as “the chair.”
6. Be impartial at all times.
7. Always stand when presenting business or directing the group in action. It is permissible to sit down while business is being transacted or matters are under discussion on the floor.
8. When you want to enter the debate, leave the chair and make your comments from the floor. If you want to make or discuss a motion personally—and occasionally this may be necessary—you should leave the chair and do so from the floor. (You may give information, but not opinions, while in the chair.)
9. Always remember that when you leave the chair, the meeting must be turned over to the vice president or other person whom you designate.
10. If some member wants to suspend the regular order of business, it must be done by formal motion and carried by a 2/3 vote. This helps many times to keep the members “on the ball.”
11. Recognize any member who wishes to speak.
12. Do not permit discussion until a motion is made, seconded and stated by the chair.
13. Sit down after granting the floor to a member and remain seated while the member discusses the question.
14. State a motion clearly and, before taking a vote, be sure that all members understand the question.
15. Announce the result of the vote.
16. The chair does not vote except in the case of a tie.
17. Require all remarks to be addressed to the chair. (Do not permit members to discuss the question among themselves or address questions or remarks to one another.)
18. Permit the vice president, or maker of the motion, to put a question to a vote if the question concerns the president alone.
19. Close the meeting on time, but not too abruptly, with one tap of the gavel.

Secretary

Overall Responsibilities

The secretary of a DECA chapter is responsible for keeping an official record of all chapter meetings and participation in any other DECA activities, as well as for all chapter communications and general record keeping.

1. Takes notes and prepares adequate minutes of each regular and called meeting of the chapter. Include the following in your minutes:

- a. Kind of meeting (regular, special or adjourned)
 - b. Name of society or assembly
 - c. Date, hour and place of meeting
 - d. Name and title of officer presiding and presence of quorum
 - e. Approval of previous minutes
 - f. Record of reports
 - g. Record of each main motion (unless withdrawn) with name of person who made it
 - h. Record of points of order and appeals
 - i. Record of all other motions (unless withdrawn)
 - j. Record of counted votes
 - k. Time of adjournment
 - l. Signature and title of secretary
2. Answers all incoming chapter correspondence.
 3. Keeps a proper file of copies of all outgoing and incoming correspondence.
 4. Prepares all necessary chapter records.
 5. Protects any and all permanent records of the chapter.
 6. Is responsible for the posting of items of common interest and benefit to members on the classroom and/or school bulletin boards and Web sites.
 7. Reads letters and/or other communications at chapter meetings.
 8. Keeps a proper record of votes cast—especially on important issues.
 9. Before each meeting, provides a list of pending and potential business (agenda) for the chairperson.
 10. Is prepared at every meeting. Has at hand minutes of previous meetings, a record of committees and their past reports, the chapter's program of work, and a copy of a state and national DECA Handbook.
 11. Is prepared at every regular meeting to keep a roll of members present and gives the chapter information about any unfinished business or any new business.

Suggestions for the Secretary

1. Be sure to record the minutes of all meetings—informal, formal and called meetings. Your record is very important.
2. Record in your minutes what is done—not what is said.
3. Always record the exact wordings of motions, whether they are carried or lost in the voting, and make a record of who made the motion.
4. If you cannot get the exact wording of the motion, you have every right to halt the proceedings long enough to record the motion by asking the presiding officer to have the motion repeated slowly enough for you to make a record of it.

5. Your minutes should always show the names of members who have been appointed to committees—with the name of the chairperson, if any is designated.
6. If the Treasurer's Report is not included in your minutes as read, you should have a copy of the report attached to your minutes.
7. Minutes are important enough to be written in the permanent minutes book. They should be typed up following the meeting and distributed at the next meeting to all members so that they may offer corrections or accept the minutes as written.
8. The signature of the presiding officer should be at the bottom of the minutes. This is the official acknowledgment that the minutes are correct as noted. This completes the record.
9. Organize all minutes, correspondence and other chapter records into a divided loose-leaf notebook. Keep this notebook at school where it is accessible to others if you are absent from a meeting.

Writing the Minutes

Record what is done—not what is said. Keep notes together in a special notebook. Organize the notes into clear, concise statements and record them in a permanent minute book to be read at the next meeting. Record each motion in a separate paragraph. Minutes should be read and approved at the next regular or adjourned meeting. If the organization is not scheduled to meet for several months, a committee may be appointed to approve the minutes when they are in permanent form.

Final Form of the Minutes

Should be typewritten or legibly written in permanent ink.

Should not be defaced. (Corrections should be made by bracketing the erroneous portions and stating corrected information in the wide margin.)

Should be kept in book form. If in longhand, a bound book should be used; if typewritten, a loose-leaf notebook. If a loose-leaf notebook is used, each page should be signed or initialed by the secretary and one other officer to guard against substitution of pages.

Should be recorded with wide margins for corrections.

Minutes, when approved, should be signed by the secretary and, if desired, by the president.

Treasurer

Overall Responsibilities

The treasurer of a DECA chapter is responsible for all financial transactions in and out of the chapter account.

1. Receives an account for all funds that come into the chapter treasury.
2. Assists in the preparation of a statement of estimated receipts and expenditures for the year.
3. Keeps financial records neat, accurate and up-to-date.
4. Collects all individual state and national chapter fees and becomes responsible for their disbursement to the state and/or national treasury.

5. Pays out funds on authorization of the chapter.
6. Protects the financial reputation of the chapter by seeing that payment obligations are promptly met.
7. Helps plan and execute the ways and means of providing for chapter income.
8. Prepares necessary statements of receipts and expenditures.
9. Serves as an ex-officio member on the finance committee.

Suggestions for the Treasurer

1. Organize chapter funds in cooperation with the school treasurer's office.
2. Keep your records in a permanent ledger.
3. Record all receipts by name of member or name of other source.
4. List all money paid out by date, listing the individual or organization and reason for payment.
5. Never pay out any of the chapter's money without proper authority; always obtain a receipt from the person to whom money is paid.
6. Keep your records current at all times. Do not put off making the entries in your book.
7. Be prepared to make an accurate report to the members at every regular meeting.
8. Be prepared to give a receipt for money received.

Parliamentarian

(May be appointed by the president or elected)

Overall Responsibilities

The parliamentarian of a DECA chapter is responsible for being knowledgeable about parliamentary procedures, and for ensuring that proper parliamentary procedure is followed for all DECA meetings in accordance with *Robert's Rules of Order, Newly Revised*.

1. Assists in learning proper parliamentary procedure.
2. Advises the presiding officer and other chapter members on points of parliamentary procedure during meetings.
3. Has reference material pertaining to acceptable parliamentary procedure available to refer to should the need arise.
4. Recognizes and calls the chair's attention to significant irregularities in procedures.
5. If needed, explains any irregularity and its effect on the fair and equal rights of all chapter members.

Suggestions for the Parliamentarian

1. Make sure chapter meetings are conducted in an orderly manner.
2. Know parliamentary law. Be familiar with *Robert's Rules of Order, Newly Revised*.
3. Protect the rights of each individual member.
4. Preserve a spirit of harmony within the group.

5. Make sure the will of the majority is carried out and the rights of the minority are preserved.

Reporter

(May be appointed by the president or elected)

Overall Responsibilities

1. Sends chapter news and happenings to the state reporter and to the DECA Headquarters.
2. Prepares articles for publication in school and local newspapers, and DECA Dimensions.
3. Contacts and acquaints the editors of school and local newspapers with the aims and purposes of marketing education and DECA's role in preparing students for careers in marketing, management and entrepreneurship.
4. Keeps a cumulative file of clippings, pictures, charts, copies of special programs, etc., and assists in building the chapter's public relations manual.

Suggestions for the Reporter

1. Gather and organize all DECA news. Keep everything.
2. Work with an English or communications instructor, in addition to the chapter advisor, when preparing articles for publication in local, state and national news media.
3. Develop a working relationship with local media personnel and supply them with DECA news. Ask them what is newsworthy.
4. File clippings, pictures, etc., on all DECA activities and maintain all records.
5. Create an online newsletter.
6. Maintain a chapter Web site.

Historian

Overall Responsibilities

The historian of a DECA chapter is responsible for the following:

1. Produces (with the help of fellow members) a scrapbook or videotape of all chapter events and activities of the current year.
2. Works closely with the secretary and reporter on chapter activities by sharing ideas, notes and other data.
3. Keeps accurate records on all events and activities.
4. Prepares a summary report of the end of the year to pass to the next year's chapter, paying particular attention to significant changes in chapter operations or activities.

Suggestions for the Historian

1. Maintain files and records on chapter activities.
2. Establish and follow a year-round schedule for completing a chapter scrapbook/video.
3. Work with the advisor to be sure a camera is available to record all chapter activities.

Sample Agenda

Jefferson High School DECA Chapter October 15

- | | |
|-------------------------------------|------------------------|
| 1. Call to Order | President |
| 2. Invocation (optional) | Chapter Officer |
| 3. Pledge of Allegiance | Chapter Officer |
| 4. DECA Creed | Chapter Officer |
| 5. Roll Call (can be done silently) | Secretary |
| 6. Reading/Approval of Minutes | Secretary/President |
| 7. Officers' Reports | Each Officer |
| 8. Committee Reports | Committee Chairpersons |
| a. Finance | |
| b. Promotions | |
| c. Social | |
| d. Special Committees | |
| 9. Unfinished Business | President |
| 10. New Business | President |
| 11. Program (optional) | |
| 12. Announcements | President |
| 13. Adjournment | President |

Sample Meeting Script

This sample meeting script will give inexperienced officers an idea of the flow of a meeting and help build their confidence before that all-important first meeting.

1. Call to Order

President: "I now declare the October 15th meeting of the Jefferson High School DECA chapter to be in session." (rap gavel twice)

2. Invocation (optional by chapter officer)

3. Pledge of Allegiance

Chapter officer: "Will you please stand for the Pledge of Allegiance. I pledge . . ."

4. DECA Creed

"Please remain standing as we recite the DECA Creed."

5. Roll Call

President: "Will the secretary please take roll?"

Secretary: Call each member's name and record if they are in attendance. After roll has been taken, state whether quorum has been established. "Mr./Ms. President, there are ___ members present and a quorum has/has not been established."

Note: Roll call can be done as members file in for the meeting or as the meeting is in progress. This does not have to be an official part of the agenda.

6. Approval of the Minutes

President: "Will the secretary read the minutes of the last meeting?"

Secretary: Reads the minutes.

President: "Are there any additions or corrections to the minutes?" (Members give corrections if there are any.) "If there are no (further) corrections or additions to the minutes, I will ask for a motion to approve the minutes as read (corrected)."

Member: "I move to approve the minutes as read (corrected)."

Another chapter member: "I second the motion." (There is no discussion on this motion.)

President: "All those in favor, say 'aye.'" "All those opposed, say 'nay.'"

President: Announce if the motion passed or not.

7. Officer Reports

President: "We will now ask for each officer to make a brief report."

President: Gives his/her report. Then moves on to other officers until all reports have been given.

8. Committee Reports

Same procedure is followed for committee reports.

9. Unfinished Business

President: "We will now move on to unfinished business. Is there any unfinished business to be discussed today?"

10. New Business

President: "We will now move on to new business. Is there any new business?"

11. Program

President: Introduces the program speaker if one has been planned (or other activity or event).

12. Announcements

President: "Are there any announcements?" (Chapter members are called on if they have any announcements.)

13. Adjournment

President: "If there is no further business, I will ask for a motion to adjourn the meeting."

Member: "I move to adjourn the meeting."

Another chapter member: "I second the motion." This is nondebatable; proceed to vote.

President: (If approved) "I now declare the October 15th meeting of the Jefferson High School DECA chapter to be adjourned." (Rap gavel once.)

Note: If the chapter wishes to adjourn the meeting before all the business has been completed, the meeting must be adjourned by a motion.

Understanding Committees

What is a committee?

A committee can be thought of as a miniature chapter. Even though its purpose is more specific than that of the chapter, in that it is to investigate, report or act upon matters of a certain kind, it is, in almost all other respects, a reflection of the chapter's structure. It holds scheduled meetings, follows an agenda and has a committee chairperson who functions like a president, and its members participate as they would in a chapter meeting. Other similarities include having a committee recorder, who serves the same purpose as the chapter's secretary, and running committee meetings according to parliamentary procedure.

Why are committees needed?

In order to carry out a balanced program of work, your chapter has four choices. It can:

1. Let the advisor do all the work. This option may sound ridiculous, but when DECA members do not understand how to use committees, they may get frustrated and call the advisor for assistance. It is sometimes a temptation for an advisor to step in and make decisions for the group, rather than to guide the members in making their own decisions. The result, of course, is that the members are deprived of important learning experiences. Also it is fairly obvious that if one person could do all the work, there would be no reason to have a chapter in the first place.
2. Let the officers do the work. Your chapter members should understand that officers are not the chapter workhorses. No team relies on the team captains to win the game while team members sit on the sidelines. There simply are not enough hours in the day for five or six officers to plan, carry out and evaluate all of the chapter's activities in addition to holding chapter meetings, attending school, learning a job skill, doing homework and perhaps holding down a job.
3. Do the work as a group. At first glance, this option may appear to be the most democratic. If your goal is total student involvement, everyone should have a chance to offer some ideas at the chapter business meetings. In reality, however, the meetings would be overburdened with details of planning, and most of the activities would never get off the drawing board.
4. Divide the workload into manageable portions and let committees handle it. Committees are, by process of elimination, the best workable solution to the problem of getting things done (instead of getting them thought about).

What kinds of committees are needed?

The committees any organization needs depend on the nature of the organization and what it is trying to accomplish. For example, the U.S. Senate has no use for a DECA Week committee and a DECA chapter does not require a forestry preservation committee. Both, however, utilize a financial (ways and means) committee.

Your chapter's constitution and/or bylaws probably provide for the following committees: professional development, community service, financial and social. These committees are called standing committees because they operate for the whole school year. Activities conducted in these areas make up a balanced program of work.

Another kind of committee that may become necessary during the year is the special, or ad hoc, committee. As a general rule, members of an ad hoc committee meet to consider a single matter or event. Depending on its task, an ad hoc committee may operate for a few days or up to several weeks.

How do we set up the standing committees?

The chapter president is ultimately responsible for naming the committee chairpersons. Before he or she makes the appointments, however, the chapter officers should meet to discuss chapter needs and directions, and to determine whether any additional committees are needed.

Once the officers have determined which committees should be formed and have defined those responsibilities, the president is ready to appoint the chairpersons. The council may want to consider runners-up from officer elections since officer candidates have already demonstrated their willingness to serve and have shown their desire to be leaders by running for office.

In many chapters, officers serve as committee chairpersons as well. This is done as a way to coordinate activities (e.g., treasurer as chairperson of the financial committee; reporter, public relations committee). If your chapter or section is small, this may be the best practice.

In larger chapters, the officers probably have enough to do without serving as chairpersons. This is an opportunity for others to head up committees, which gives more people a chance to learn leadership skills.

Once the president has appointed chairpersons, there are several options for staffing the committees. Keep in mind that every chapter member should serve on at least one committee.

The advisor and the chapter officers may find that certain committees are more popular than others and that members cannot always serve on the committee(s) of their choice. If this is the case, encourage the officers to look to second and third choices. As a last resort, the committee chairpersons can choose their members one at a time, as they would choose teams for a baseball game, or even draw names out of a hat.

Once the committee assignments have been completed, the vice president or the secretary should enter the names of the chairpersons and members on a permanent wall chart.

How do committees work?

Once students know which committee(s) they have been assigned to, the committees are ready to meet. The first meeting may take place in the classroom; it is important for all chapter members to take part, since the committee is at the heart of chapter activities. The advisor should be available to offer guidance and suggestions, as needed, to each committee.

It is unlikely that an agenda will be prepared for the first meeting, so each chairperson should be aware of what his or her committee is expected to accomplish.

After the chairperson calls the meeting to order, his or her first item of business is to appoint a committee recorder (and a co-chairperson, if that is believed to be useful). The recorder's duties are to keep notes (minutes) of each meeting and prepare them for the chairperson's report at the chapter business meeting. Once the recorder is appointed, he or she should begin to take notes immediately. The notes should include place, date and time of the meeting, names of members present, name of the presiding officer (chairperson) and the high points of the meeting. During the first meeting, committee members should be encouraged to brainstorm,

that is to come up with ideas and suggestions for activities without regard to details. When all the ideas are down on paper, the committee should review its entire list and select several activities that they will recommend to chapter members.

When the committee members are satisfied with their list of proposed activities, the chairperson may adjourn the meeting and the recorder should write up the report. The chairperson should then inform the chapter vice president that the report is ready. (The vice president serves as a kind of “spark plug” for the committees, keeping track of when they meet, assuring that they are ready to report to the chapter, and coordinating between committees and the executive council.) The vice president will see to it that the chairperson is given a place on the agenda of the next chapter business meeting to submit the committee report to the chapter members.

Immediately after the report to the chapter membership, the chairperson should move that the report be adopted. If the motion carries, the activities become the official contribution of the committee to the chapter’s program of work. If the chapter adopts some but not all of the suggestions, the committee must add, delete and revise its proposal until it is adopted by the chapter.

After the activities have been adopted, committee members meet to begin to firm up the details of their activities. The chairperson may assign tasks to committee members—such as getting cost estimates, determining the availability of locations and securing outside help and/or materials—as the first steps to preparing a budget. However, the entire chapter membership should also set reasonable deadlines for answers and offer support as needed.

Subsequent meetings of standing committees will vary in length and need not necessarily take place simultaneously. One committee may hold a brief meeting while other students are engaged in normal classroom activities. The chairperson should give as much notice as possible to all committee members as to date, place and time of future meetings. The chairperson should follow parliamentary procedure and start all meetings on time. As each member arrives for the meeting, the chairperson should provide a copy of the agenda to ensure a smooth flow of business.

Coordinate committee activities

It is entirely possible that two or more committees will suggest the same or a similar activity for the program of work. For example, the social committee may decide that a dance is a good way for members to get to know each other; the financial committee may decide that a dance is a good way to raise funds for other activities. The solution is not necessarily to scratch the idea from one committee’s list, but rather to involve both committees in planning and executing the activity.

Evaluate committee activities

It is essential for committee members to evaluate their progress in planning and carrying out their activities during the year—the more careful the evaluation, the better the next activity will be. Be sure the primary task of each committee is to produce its share of the program of work.

Suggested Standing Committees for DECA Chapters

Professional Development Committee

Purpose: To recommend, organize and oversee all professional activities of the chapter or activities in which the chapter takes part. These activities help to develop the vocational understanding of the members.

Activities: Chapter meetings, guest speakers, career development conference, state CDC, International CDC, field trips, chapter scholarships, Chamber of Commerce membership, etc.

Social Intelligence Committee

Purpose: To recommend, organize and oversee all social activities of the chapter. Social activities are purely for the fun, enjoyment and social development of the members.

Activities: Orientation picnic, installation/initiation of officers, Halloween party, scavenger hunt, Thanksgiving feast, holiday party, ski trip, pool party, DECA Olympics, egg hunt, volleyball games, end-of-the-year appreciation banquet, employee/employer function.

Community Service Committee

Purpose: To recommend, organize and oversee all community service activities done by the chapter to aid some needy group (or person).

Activities: Bowl-a-thon, dance-a-thon, car washes, raffles, merchandise sales, etc., for groups like Special Olympics, MDA, Big Brothers/Big Sisters, etc., or for individuals touched by disaster such as fire, illness, hurricane, floods or other life-altering event.

Financial Committee

Purpose: To recommend, organize and oversee all financial activities of the chapter.

Activities: Plan and coordinate sales projects, receive conference registration fees and develop a chapter budget.

DECA Chapter Officer Installation and Member Induction Ceremony

Early in the year, DECA members, parents, school personnel, and employers are still trying to determine what DECA is and how valuable it is as an educational tool. The Chapter Officer Installation and Member Induction Ceremony is a perfect opportunity to begin the year on a positive note and gain the support of everyone who will be involved throughout the year. Therefore, the ceremony should be well thought out and planned for the purpose of not only installing the officers and inducting members, but selling the marketing education program and the DECA chapter as well.

The ceremony can be as simple or as elaborate as the chapter members feel is important and the budget allows. However, the importance of the ceremony should not be diminished to just being part of a regular chapter meeting. It should be a separate occasion so officers and members feel they have joined a worthwhile organization. This can be done very effectively and with little expense.

The first year's ceremony will take the most work and planning, mostly by the advisor. Once the first year is established, successive years will be easier and the chapter members will become more involved in the development and creativity that goes into the ceremony. The key here is to give the chapter members a solid example on which to build for the future.

In planning the ceremony, the following questions need to be answered:

Where do we hold the ceremony?

There are many good alternatives for the ceremony location. Check with local businesses in your area that might have company training rooms, restaurants that might have a banquet room available, or even a community theater. Of course, don't rule out your school. While many chapters want to give their members an opportunity to get away from the school, it may be more beneficial to bring family and community members into the school. This will probably be your most economical alternative, and a beautiful ceremony can be conducted at your school, either inside or outside, as you will have easier access to the facilities for planning and decorating.

How do we decorate for the ceremony?

Again, this ceremony is a showcase for your chapter. Time and attention should be given to the overall decorating you'll do to the facility you choose. Some chapters select a theme for the year and announce that theme at their induction ceremony. This would be a great time to decorate around that theme. Remember, a great deal of money does not need to be spent on decorations to make your ceremony successful.

Local retailers might have extra decorations they are willing to loan or give to you, especially if you are using a particular theme for which a store has recently purchased decorations. Call the retailer and explain what you are doing, and they are often more than willing to help. Make sure you send appropriate thank-you notes so they will be willing to help next year's chapter members as well.

Flowers also decorate any occasion. They should be used to add to the formality of the ceremony. Again, they don't need to be very expensive. Often friends or other family members have talents in decorating with flowers and will volunteer to do the flowers for you at cost or even at no charge. Check with your horticulture teacher if you have a program in your school.

Many of the students are learning to do flower decorations and would be willing to do it for a class project.

Additionally, a local florist might be willing to donate flowers for the occasion if you mention their name in the program. They know the value of public relations in the community, and in schools as school homecoming and prom nights may account for a large part of their business.

Should we have a program of activities in addition to the ceremony?

Even though everyone is attending in order to take part in the ceremony, other elements can be added to the program. For example, you will want to allow a few minutes for the principal or other school official to bring greetings. In some case, parents or community leaders would be more willing to attend knowing the school officials will be there.

Regardless of who you invite to speak, it is important that the person be provided with plenty of information about the marketing education program and the DECA chapter so they can feel comfortable with the ceremony. It is always wise to have one person assigned to greet this person and escort the speaker and his/her guests to their assigned seats.

If you do not want to have a speaker, perhaps some entertainment would be appropriate. The school will no doubt have a wealth of options this area, perhaps in the DECA chapter itself. The important thing to keep in mind is to make sure that the entertainment is appropriate for the occasion.

How formal should the setting be?

Invitations should be sent to all prospective guests. A professional printer need not print these; however, they do need to be well done. Check with your graphic arts department. They may have students studying in this area who will help you prepare invitations at minimal cost. Remember the invitations represent your organization, so they should send positive messages about your DECA chapter. The invitations should include all of the obvious information, such as who, what, where and when. But do not forget to let people know why they should be there. Also, make sure you give people enough time to plan for this ceremony, so they can make the necessary scheduling arrangements.

One advisor believes that attendance by family members and guests is important enough that she rewarded students with bonus points for every member of his/her family who attended. The advisor did this because she was convinced that once those people attended, they would become strong supporters of the marketing education program and of the DECA chapter activities.

Members should dress for the occasion. Business attire should be the standard. Males should wear a minimum of a shirt and tie and females should wear dresses or business suits. Many chapters make the ceremony a formal occasion with more formal dresses and suits the acceptable attire. Whatever your chapter is comfortable with is what your chapter should choose. However, remember that ceremonies are demonstrating to family members, school personnel and the business community the professionalism of the DECA members.

Should there be a reception following the ceremony?

Absolutely, for a number of reasons. This allows parents and businesspeople an opportunity to talk to the members about the ceremony. This is very positive immediate feedback and motivates members.

The reception also gives the adults an opportunity to learn more about the program and chapter. Members will be able to talk and answer questions, further demonstrating their poise and confidence.

The reception does not need to be elaborate. Chapter members could donate baked goods, or a large sheet cake could be ordered along with punch and coffee. This is more than adequate to close the ceremony.

Who should we invite to the ceremony?

Each DECA chapter has many stakeholders and supporters that should be invited to the event beyond the new inductees. School administrators, local Career and Technical Education (CTE) supervisors, and guidance counselors enjoy learning about DECA and this serves as an opportunity to showcase your program. Be sure to invite parents to the ceremony. Many parents may not be familiar with DECA and this event will help educate them about DECA's many benefits and opportunities. If your chapter has local business partners or Cooperative Education employers, representatives from each business should be invited to attend the ceremony. It is wise to develop and foster business partnerships year-round. Former DECA officers and members that still live nearby might love the opportunity to come back and help with the ceremony as a keynote speaker. Keeping past members involved in chapter activities may also increase your alumni membership in DECA. Lastly, be sure to invite a reporter from your local newspaper to cover the ceremony.

Up to this point what has been achieved?

The chapter has conducted a most effective program and has spent a minimal amount of money. Now, let us look at what happens at the actual ceremony.

What will the program look like?

Following is a sample program for the ceremony. Notice it is very simple, yet effective, and accomplishes all of the points we noted above.

Sample Officer Installation and New Member Induction Ceremony**September 28, 20--**

Welcome	Sarah Jones, Retiring President
Pledge of Allegiance	Linda Martin, Retiring Secretary
DECA Creed	Linda Martin, Retiring Secretary
Administrator Comments	Mr. Robert Smith, Principal
Installation Ceremony	Retiring Officers
New Member Induction Ceremony	New Officers
Guest Speaker	Steve Vincent, Chamber of Commerce President
Closing Remarks	Jason Richards, Incoming President
Reception Following	

What should you include in your ceremony?

Existing DECA chapters will want to invite the outgoing chapter officers to the ceremony to transfer the powers of the office to the incoming group. Sometimes they may not be able to attend, particularly if they were seniors who graduated and have left for college. However, if at least one representative from the previous year's officer team can attend, that person can represent the group. For new chapters, a school official or recognizable member of the community may install the officers.

The wording of your ceremony should be symbolic of the responsibilities that the officers are accepting as they assume their new positions. You can choose to install your officers individually or all at once in a group ceremony. Following are examples of both approaches.

Individual Installation

The individual installation ceremony takes more time as each officer is installed separately from the others. The individual ceremony might go something like this:

"Members of the _____ DECA Chapter, it is my pleasure to present to you your new officers—duly elected and entrusted with the administration of this organization during the coming year."

Retiring parliamentarian: "You (name of incoming officer) have been chosen by your fellow members as parliamentarian for this chapter. You should be well versed in *Robert's Rules of Order, Newly Revised*, and be able to settle all questions of parliamentary procedure as they arise. You have been chosen to help continue the tradition of this chapter and to represent our members in a professional manner at all times. If you are willing to assume the responsibilities of this office, please raise your right hand and repeat after me: "I understand fully the responsibilities of the parliamentarian, and hereby promise to accept and fulfill these responsibilities to the best of my ability." Shake the officer's hand and have him/her take a seat.

Retiring historian: "You (name of incoming officer) have been chosen by your fellow members as historian of this chapter. You will be expected to keep a complete record of the proceedings of this chapter in the form of a scrapbook through photographs, news articles, videos, etc. You have been chosen to help continue the tradition of this chapter and to represent our members in a professional manner at all times. If you are willing to assume the responsibilities of this office, please raise your right hand and repeat after me: "I understand fully the responsibilities of the historian, and hereby promise to accept and fulfill these responsibilities to the best of my ability." Shake the officer's hand and have him/her take a seat.

Retiring reporter: "You (name of incoming officer) have been chosen by your fellow members as reporter for this chapter. You will be responsible for gathering chapter news and reporting it to the local paper, to our state association and to DECA Headquarters for possible use in our national publication. It should also be considered as part of your duties to provide continuity for past, present and future events and to work with the historian in this area. You have been chosen to help continue the tradition of this chapter and to represent our members in a professional manner at all times. If you are willing to assume the responsibilities of this office, please raise your right hand and repeat after me: "I understand fully the responsibilities of the reporter, and hereby promise to accept and fulfill these responsibilities to the best of my ability." Shake the officer's hand and have him/her take a seat.

Retiring treasurer: “You (name of incoming officer) have been chosen by your fellow members as treasurer for this chapter. It is your duty to receive and deposit all chapter funds, pay them out as directed, prepare a budget of proposed expenditures and collect dues. You have been chosen to help continue the tradition of this chapter and to represent our members in a professional manner at all times. If you are willing to assume the responsibilities of this office, please raise your right hand and repeat after me: “I understand fully the responsibilities of the treasurer, and hereby promise to accept and fulfill these responsibilities to the best of my ability.” Shake the officer’s hand and have him/her take a seat.

Retiring secretary: “You (name of incoming officer) have been chosen by your fellow members as secretary for this chapter. As secretary, you will be responsible for the records of this organization and the keeping of accurate minutes. You will also be called upon to carry on all official correspondence. You will keep an accurate list of members and furnish members with membership cards, provided to you by DECA Headquarters. You should provide the president with a written agenda for each meeting. You have been chosen to help continue the tradition of this chapter and to represent our members in a professional manner at all times. If you are willing to assume the responsibilities of this office, please raise your right hand and repeat after me: “I understand fully the responsibilities of the secretary, and hereby promise to accept and fulfill these responsibilities to the best of my ability.” Shake the officer’s hand and have him/her take a seat.

Retiring vice president: “You (name of incoming officer) have been chosen by your fellow members as vice president for this chapter. They have demonstrated their confidence in your ability to assume the leadership of this organization in the president’s absence. It shall be your duty to assist the president whenever called upon to do so and to serve as chairperson of all meetings of this chapter in the absence of the president. You have been chosen to help continue the tradition of this chapter and to represent our members in a professional manner at all times. If you are willing to assume the responsibilities of this office, please raise your right hand and repeat after me: “I understand fully the responsibilities of the vice president, and hereby promise to accept and fulfill these responsibilities to the best of my ability.” Shake the officer’s hand and have him/her take a seat.

Retiring president: “You (name of incoming officer) have been chosen by your fellow members as president for this chapter. As president, you will preside over all the meetings of this chapter and will be responsible for our progress during the year. We will look to your leadership in all endeavors. You have been chosen to help continue the tradition of this chapter and to represent our members in a professional manner at all times. If you are willing to assume the responsibilities of this office, please raise your right hand and repeat after me: “I understand fully the responsibilities of the president, and hereby promise to accept and fulfill these responsibilities to the best of my ability.” Shake the officer’s hand and have him/her take a seat.

A variation to this ceremony would be to have either your outgoing or incoming president install all other officials if all of officers from the previous year are not available.

Group Installation

A group approach is effective and less repetitive. The group installation is most effective when only one or two of the previous year's officers are able to attend. The presiding officer would begin the installation ceremony with something similar to:

"Members of the _____ DECA Chapter, it is my pleasure to present to you your new officers—duly elected and entrusted with the administration of this organization during the coming year. As I call your name, would you please come forward and stand in front of the head table facing the audience." (Call names in reverse order, parliamentarian, historian, reporter, treasurer, secretary, vice president, and president)

"You have been selected by the members of this chapter to lead the membership in the upcoming year. You will be part of one of the largest and most prestigious student organizations in this country for students in career and technical education programs. Our DECA chapter has a lot of pride that has been developed over time. You have been chosen to help continue the tradition of this chapter and to represent our members in a professional manner at all times." (Pause for just a moment so everyone can absorb what has just been said.)

"If you are willing to accept the responsibilities as I've just outlined, please raise your right hand and repeat after me:"

"I understand fully the honor and responsibilities that have been conferred upon me as an officer of the (chapter name) DECA Chapter and do solemnly and sincerely promise to accept and fulfill these responsibilities to the best of my ability."

The outgoing president should then say, "Congratulations," and lead the audience in applause for the newly installed officers. Then they will move on to the membership induction ceremony for the balance of the chapter members.

Special Touches to the Ceremony

Chapter installation ceremonies are as varied as the chapters performing them. Listed below are some ideas chapters have used to personalize the ceremony. Some of the ideas may not be appropriate for your chapter; however, they can easily be adapted to fit.

Candles: Candles are frequently used for the officer installation ceremony. Since DECA colors are blue and gold, these two colors are used most often. Some chapters will have a head table with candles for each of the current officers lit and candles for each of the incoming officers not lit. Between the two sets of candles might be a larger candle, also lit, or a centerpiece of flowers.

When the new officers are brought forward they each take one of the unlit candles and light it from the large candle in the center or from one of the burning candles. They then set it back on the table. They remain standing for the ceremony. Following the ceremony, one of the outgoing officers blows out the candles of the retiring officers leaving the new officers' candles lit.

Many variations of this idea that can be used. Use your imagination and you'll find something that works for you.

Membership Pins: Often the chapter advisor has had enough foresight to order officer pins from DECA IMAGES for the installation ceremony. Each officer is given his/her pin from the previous officer or the presiding officer as they are installed. Again, there are many variations on how to present these pins.

Parents: Some DECA chapters have had the officers' parent(s) stand behind them as they are installed. This helps the parents to become a part of the ceremony and to understand the importance of the installation and what it means.

Gift Exchange: One idea that has been popular is to have the outgoing officers present the incoming officers with a small gift representative of their office. This has also worked in reverse where the incoming officers have presented the outgoing officers with a gift thanking them for their service over the last year. Again, there are any number of variations of this idea.

New Member Induction Ceremony

The new member induction ceremony should be just as important as the officer installation ceremony. The newly installed president is the perfect person to handle the induction ceremony. This can be rehearsed before the ceremony so the president-elect feels comfortable with his/her duties in this area.

Again, there are many variations of this ceremony. The information provided here is simply one suggestion.

The newly installed president begins:

"DECA members, we have ____ new members joining our DECA chapter this afternoon/evening and we would like to ask them all to stand and come forward." (Wait until all arrive in the front of the room.)

"You are about to take an important step. Our organization exists because it has a high purpose to which all who become members commit themselves. You will be involved in social, professional, civic and leadership activities as DECA members. Together, we further develop the sense of friendship and unity that permits us to help and encourage one another in the pursuit of our common goals. Would you please raise your right hand and repeat after me: "I solemnly pledge to carry out the duties and responsibilities of membership in DECA. I realize the importance of working together. I will conduct myself in a manner that reflects positively on the chapter and I will, at all times, endeavor to maintain a high standard of integrity."

"Congratulations, I now declare you to be members of the _____ DECA Chapter with all rights and privileges of membership."

(Lead applause.)

Everyone may then be seated.

One question that frequently arises is how to get members to attend the ceremony. It is difficult unless the advisor makes attendance mandatory. Remember, the ceremony needs to be something the members want to attend, so in your planning and preparation, make it something special. Have a popular guest speaker or program that will help encourage members to attend. Usually after the first year, the function becomes part of the DECA program and members want to attend.

DECA Chapter Committee Form

Date:

Committee:

Committee Members Present:

Committee Members Absent:

Purpose of Meeting:

Results of Meeting:

Follow-up Needed:

Signed by Committee: _____ (Recorder)

_____ (Chairperson)

DECA Chapter Budget

Date _____

20__ to 20__

Committee	Expenses	Income	Net
Professional	_____	_____	_____
Social	_____	_____	_____
Civic	_____	_____	_____
Financial	_____	_____	_____
Service	_____	_____	_____
Public Relations	_____	_____	_____
Total Budget	_____	_____	_____

Parliamentary Procedure

Parliamentary procedure enables a DECA chapter to transact business with speed and efficiency. It protects the rights of each individual (both those in the majority and those in the minority). Parliamentary procedure also preserves a spirit of harmony and cooperation in a group.

Types of Motions and their Uses

What is a motion? A motion is a form of bringing a question for consideration before an organization. There are four types of motions: main, subsidiary, incidental and privileged. Let's examine each of these in greater detail.

Main Motion

A main motion introduces new business and must be made when no other business is pending. It yields to all privileged, incidental, and subsidiary motions and must be seconded (if not, it will be lost from the floor). A main motion is debatable and requires a majority vote.

Rules for Processing a Main Motion or Resolution:

1. A member secures the floor. (A member rises, addresses the chair, and is then recognized by the chair.)
2. A member introduces business. (A member makes a motion — i.e., "I move that . . ." — and another member seconds the motion. The chair then states the motion that opens the questions presented to discussion.)
3. The chair puts the questions. (The chair takes the affirmative vote and must announce the result either carried or lost.)

Sample Progression of a Main Motion:

Member 1: "Mr./Madam Chair"

Chair: "The chair recognizes Chris."

Member 1: "I move that we start our chapter meeting one hour later next month due to the all-school assembly planned for that date."

Member 2: "I second the motion."

Chair: "The motion has been made and seconded to start our chapter meeting one hour later next month due to the all-school assembly planned for that date."

Chair: "Is there any discussion?" (The member who proposed the motion has the right to speak first if he/she so desires.)

Chair: "There being no discussion. All those in favor of the motion to start our chapter meeting one hour later next month due to the all-school assembly planned for that date signify by saying 'aye.'"

Members: "Aye."

Chair: All those opposed.

Members: (No response)

Chair: The motion passes unanimously. The chapter meeting will be held at 10:00 a.m. instead of 9:00 a.m. next month.

Subsidiary Motion

A subsidiary motion relates to other motions and is used for the purpose of changing them, disposing of them or closing debate on the matter.

Types of Subsidiary Motions Include:

1. Motion to Amend (used to change motions to the satisfaction of the majority):
 - A. amend by: adding, striking out, striking out and inserting, substituting
 - B. needs to be seconded
 - C. is debatable
 - D. requires a majority vote
2. Motion to Refer to Committee
 - A. requires a second
 - B. is debatable
 - C. is amendable
 - D. requires a majority vote
3. Motion to Postpone Indefinitely
 - A. requires a second
 - B. is debatable
 - C. is amendable
 - D. needs a majority vote
4. Limit Debate
 - A. requires a second
 - B. is not debatable
 - C. is amendable
 - D. requires a $\frac{2}{3}$ vote

Incidental Motion

An incidental motion does not apply to a main motion but is incidental to it (relates to other motions under consideration). It is used to rise to a point of order (parliamentary inquiry) or rise for information. An incidental motion has precedence over all privileged motions and is not amendable or debatable.

Privileged Motion

A privileged motion does not refer to the motion under consideration. It introduces questions that must be settled immediately. A privileged motion is not debatable. Examples of situations in which a privileged motion might be used: disturbances, unfavorable room conditions or to protect the rights of the members.

Rules for Debate

1. Each member is entitled to speak once to a question, sometimes more often if there is no objection.
2. Members do not indulge in attacking personalities; references to names should be avoided.
3. The maker of the motion has the privilege of opening and closing debate.
4. Members should always make inquiries through the chair.
5. The chair must remain strictly neutral and must leave the chair (calling on the vice president to preside) to debate and does not return to the chair until the question is voted upon.

Summary of Motions

Kind Of Motion	Interrupt Speaker	Second Required	Amendable	Debatable	Vote Required	Purpose
Privileged Motions						
Fix time to adjourn	No	Yes	No	Yes	Majority	Sets definite continuation time
To adjourn	No	Yes	No	No	Majority	To end the meeting (unqualified)
To take a recess	No	Yes	No	Yes	Majority	To briefly interrupt the meeting
Question of privilege	Yes	No	No	No	Chair rules	To obtain urgent action immediately
Call for orders of day	Yes	No	No	No	None	To secure adherence to business
Subsidiary Motions						
Lay on the table	No	Yes	No	No	Majority	To temporarily set aside an item of business
Previous question	No	Yes	No	No	2/3 Vote	To close debate immediately
Limit or extend	No	Yes	No	Yes	2/3 Vote	To provide more or less time for debate
Postpone indefinitely	No	Yes	Yes	No	Majority	To keep the motion from coming to a vote
Postpone definitely	No	Yes	Yes	Yes	Majority	To delay action
Refer to committee	No	Yes	Yes	Yes	Majority	To place business in the hands of a committee
Amend	No	Yes	Yes	Yes	Majority	To modify a motion
Main Motions						
General	No	Yes	Yes	Yes	Majority	To introduce new business
Specific: Take from the table	No	Yes	No	No	Majority	To continue consideration of question
Reconsider	Yes	Yes	Yes	No	Majority	To allow another vote on the question
Rescind	No	Yes	Yes	Yes	2/3 Vote	To repeal previous action
Adopt report or resolution	No	Yes	Yes	Yes	Majority	To declare facts, opinions or purposes as an assembly

Kind Of Motion	Interrupt Speaker	Second Required	Amendable	Debatable	Vote Required	Purpose
Adjourn (qualified)	No	Yes	Yes	Yes	Majority	To end the meeting
Create orders of the day	No	Yes	Yes	Yes	2/3 Vote	To set future time to discuss (special) a special matter
Amend	No	Yes	Yes	Yes	2/3 Vote	To modify or alter (constitution, etc.)
Incidental Motions						
Suspend rules	No	Yes	No	No	2/3 Vote	To permit action not possible under rules
Withdraw motion	Yes	Yes	No	No	Majority	To withdraw motion before voted on
Read papers	Yes	Yes	No	No	Majority	
Object to consideration	Yes	No	No	No	2/3 Vote	To prevent wasting time on unimportant business
Point of order	Yes	No	No	No	Chair Rules	To enforce rules of organization or majority
Parliamentary inquiry	Yes	No	No	No	None	To ascertain correct parliamentary procedure
Appeal from decision	Yes	Yes	Limited	No	Majority	To ensure a majority of the assembly supports the ruling of the chair
Division of the house	Yes	No	No	No	1 member	To secure a counted vote
Division of question	No	Yes	No	Yes	Majority	To secure more careful consideration of parts

Chapter Tips for a Successful Year

Membership

The lifeblood of any DECA chapter is membership. Great ideas will not get past planning stages if your chapter does not have a strong membership base of eager and active students, advisors, alumni members and professional members. Make it a goal to increase your membership in each of these areas this year. Many chapters increase membership annually by having contests between advisors and classes to see who can register the most DECA members.

Involve all chapter members throughout the school year in event planning, competitive events, fund-raisers, etc. Advisors and chapter officers should serve as leaders of the organization but should not be responsible for doing all of the work. Chapter members that are asked to help with tasks early in the year are more likely to become active members during the year. Active members are more likely to attend meetings, participate in social events, participate in community service projects and compete in DECA's Competitive Events Program.

Your chapter may earn a spot on stage at this year's ICDC by participating in the DECA Membership Campaign. Visit www.deca.org/membershipcampaign.html for more information.

Competitive Events

DECA's Competitive Events Program provides DECA members opportunities to showcase their marketing and business skills in a variety of events. First-year DECA members should consider participating in a Principles of Business Administration Event. Second-year members should consider participating in a Team Decision Making Event or a Business Operations Research Event. Upper-level members would be well-served participating in a Written Event, Chapter Event or Entrepreneurship Event. Visit www.deca.org/celisting.html for a complete listing of all DECA events, guidelines and rules. This site will also give you access to sample DECA exams, role-play scenarios and written events.

DECA is a co-curricular organization and should be incorporated into classroom instruction. Competitive events make this easy to accomplish by using role-plays and written events as classroom activities or assignments. Teachers will find helpful resources for integrating DECA competitive events into their lessons by visiting www.deca.org/chapteradvisor.html.

Chapters that have students active in competitive events often see membership growth in future years. Once your chapter begins placing students on stage at the district, state and international conferences, you will see your chapter strengthen.

Publicity

Your DECA chapter does many wonderful things during the course of a school year. Do not forget to spread the news about all of the terrific community service your chapter has performed, the scholarships your members have earned or the awards your members attained at the different levels of competition. Chapter advisors and officers should make it a point to publicize DECA news whenever possible. Great outlets are:

- School newspaper
- Local newspaper and television
- School Web site
- School yearbook

- PTSA newsletters
- Community newsletters
- DECA Dimensions
- Invite school administrators and counselors to attend DECA conferences and events

For more information on publicizing your chapter, visit www.deca.org/pdf/prtoolkit.pdf.

Social Events

Successful DECA chapters know how to have fun while also learning. When planning events for the school year, be sure to include several social events for members. Social events do not have to be elaborate and expensive to be effective. Ice cream socials and tailgates prior to football games do not cost a lot of money, but are lots of fun and also serve as a promotional opportunity. Other exciting social events are laser tag outings and chapter picnics. If possible, try not to charge members to attend these functions. The cost of social events can be built into the cost of chapter membership dues at the beginning of the year.

Conferences

DECA offers members several opportunities to attend professional and leadership conferences. In the fall consider attending your regional conference or participating in the New York Experience. In the winter members will be able to compete at district conferences and have the opportunity to participate in the Sports & Entertainment Marketing Conference in Orlando. In the spring, your state will host its State Leadership Conference and each April chapters have the opportunity to send members to the International Career Development Conference.

DECA conferences are great for networking and developing leadership skills. After attending a DECA conference your members will come back to school raving about how fun and rewarding the experience was. For more information on conferences visit www.deca.org/conferenceoverview.html.

Community Service

Community service should be an important component of every chapter's program of work. DECA members should understand that giving back time and resources to the community is part of being a proud and productive citizen. Each year DECA chapters across the country conduct countless community service projects in their local communities. This year, plan a community service project for your chapter members to implement. After the project is complete, develop it into a written report that can be submitted for competition as a Community Service Project. Previous successful projects include:

- Food drives for local food banks
- Disaster relief efforts
- Cleaning and landscaping local parks
- Coat drives for local less fortunate families
- "Buddy Up" programs with students with Down's Syndrome
- Volunteering with Habitat for Humanity
- Assistance at MDA Summer Camp

Fund-raising

All chapters have grand ideas for the school year. The problem—it is hard to do these things without funds in the chapter account. Fund-raising should be a major component of your

program of work throughout the year. Try to conduct several different fund-raisers during the year. Offer a variety of products to your customers, and they will be more likely to support your efforts. There are countless ways to raise funds for your chapter that will help reduce costs for members to participate in conferences and field trips. Previous successful fundraisers include:

- Candle sales
- Selling advertising space in your school's athletic program
- Sponsoring a school talent show
- Otis Spunkmeyer cookie sales
- Car washes

Visit www.deca.org/mainsmpage.html for a list of DECA's Sales and Marketing Companies—many of which offer great fund-raisers that can be customized for your chapter.

Engage the Community

Encourage local businesses and organizations to become active with your chapter. Many businesses would be excited to help chapter members with research projects, interviewing skills, presentation skills, etc. They can also serve as guest speakers or host career development field trips. The problem is that these businesses are rarely asked for help. Do not be shy about asking for help from outside organizations. Once one local business member discovers that DECA is a great educational tool, word will spread to others in the area. Be sure to invite any business partners to chapter functions such as awards ceremonies, induction ceremonies, and employer banquets.

Parents of chapter members are terrific resources. Consider forming a DECA Booster Club for your chapter. Your athletic department has boosters. Your school band has boosters. Your drama department has boosters. Why shouldn't DECA have boosters, too? Parent volunteers and supporters can assist with fundraising efforts, chaperoning duties, publicizing chapter highlights, and so much more. Don't be afraid to ask parents for help.

Throughout the school year, encourage your chapter members to make professional contacts. Networking is vital in the business world and this will be a good skill for students to develop while in your program.

Essentials for a Successful Chapter

The program of work carried out at the local level is the most important phase of the chapter structure. It allows advisors, officers, and members to agree on a plan in order to achieve chapter goals. It also guides the chapter decisions and activities for the year. Both the state and international associations originated from the solid foundation of local chapters. The greatest amount of member participation occurs at the local level. Successful DECA chapters have:

- A challenging program of work
- Capable officers
- Active members
- Direct responsibility shared by all members
- Proper equipment and records
- Knowledge of DECA on the part of every member
- Effective communication

Developing a Program of Work

The program of work is a plan of program (classroom and chapter) activities and costs associated with the activities for the year. Developing a program of work requires sound thinking and careful planning. The program of work also helps you evaluate and improve your program. Tips for developing a program of work include:

- Divide the program of work into sections.
 - o Chapter meetings
 - o Leadership conferences
 - o Fund-raising
 - o Career development field trips
 - o Community service
 - o Social activities
 - o Competitive events
- Include the completed program of work on DECA sign-up forms for students and parents to see.

Components of a Successful Program of Work

A successful program of work

1. Includes an outline of activities covering a definite period of time.
2. Identifies specific goals, a process for reaching them and adequate provision for monitoring accomplishments.
3. Is based on the needs of the members and the organization, with consideration given to the needs of the school and the community.
4. Represents the combined thinking of a majority of the members.
5. Presents a challenge to the members; however, new chapters should not undertake too elaborate a program the first year.
6. Is a well-planned and carefully worded document.

The advisor begins the process by identifying the goals of the program and chapter for the fiscal year. The goals should support the mission statement previously established by the local chapter. The mission statement and goals will guide the officer team as it creates a Program of Work. Once you have the goals make them SMART:

- S Specific**—Make sure that your goal is very explicit, with all of the necessary information attached.
- M Measurable**—Each goal should identify a singular, measurable result to be achieved by a target date.
- A Achievable**—Your goal needs to be achievable for your team, whether it is as big as you would want it or not.
- R Relevant**—If your goal does not have a significant and logical connection to what your team wants and/or needs to accomplish, then why would you do it?
- T Timely**—There must be a time/deadline by which your goal must be met so you can track the progress of the goal.

The first step in implementing a program of work is to make a list of regular and possible special chapter meetings for the year. The number of regular chapter meetings would, of course, be governed by the rules and regulations of the local chapter's by-laws. Special chapter meetings would be determined by specific and seasonal school, community and business activities.

After the schedule of chapter meetings for the year has been agreed on it is necessary to decide the specifics of regular and special meetings. When and where will the meetings be held? Who will be invited to the meetings? What is the purpose of the meeting? What is needed for the meeting? The actual shaping of the program of work begins here. At this time, specific committee and individual assignments should be made along with follow-through plans for each assignment.

Steps for building a program of work for a new chapter (or chapter that has not previously set forth a program of work):

1. Review as a total chapter the possible activities that support program goals in which the chapter might participate.
2. Secure copies of the program of work of other chapters and review for ideas.
3. Decide on two or three activities that will definitely be included.
4. Develop a list of possible additional activities.
5. Appoint a program of work committee, with sub-committees for each activity of the program. Additional activities suggested by the chapter will be turned over to this committee. The program of work committee is responsible for further surveying members and checking the feasibility of the suggestions offered, and for setting up a tentative plan that includes goals and processes necessary to carry out each activity.
6. Have the committee report back to the chapter for tentative approval.
7. Put the approved recommendations into a final written form.
8. Review the program of work with school officials and others concerned, asking for their input and approval (if required).
9. Adopt the program when completed. Appoint or elect permanent committees and committee chairs to be responsible for each major program area or project. Develop a

list of responsibilities for each committee so they can begin work on the program. Post the approved program of work, with committee appointments on the chapter calendar and bulletin board.

10. Use the program of work as a guide for developing chapter meetings. Example: An activity scheduled for January should be discussed at the November or December meeting, depending on the planning and set-up time needed.
11. Review and evaluate each activity. Make suggestions on how to improve the activity in the future.

Steps for building a program of work for the second and subsequent years:

1. Review the previous program of work at chapter meetings. Find out why certain items were successful and others were not successful. Discuss the present needs of the chapter, its membership and the community.
2. Select from the previous program of work items which support program goals and should be continued the present year. Add members' suggestions for possible activities for the year.
3. Appoint a program of work committee, with subcommittees for each activity of the program. Additional activities suggested by the chapter will be turned over to this committee, which is responsible for further surveying members and checking the feasibility of the suggestions offered, and for setting up a tentative plan that includes goals and processes necessary to carry out each activity.
4. Have the committee report back to the chapter for tentative approval.
5. Put the approved recommendations into a final written form.
6. Check the program of work with school officials and others concerned, asking for their input and approval (if required).
7. Adopt the program when completed and appoint or elect permanent committees and committee chairs to be responsible for each major program area or project. Develop a list of responsibilities with each committee so they can begin on the program.
8. Post the approved program of work, with committee appointments, on the chapter calendar or bulletin board.
9. Use the program of work as a guide for developing chapter meetings. Example: An activity scheduled for January should be discussed at the November or December meeting, depending on the planning and set-up time needed.
10. Review and evaluate each activity. Make suggestions on how the activity can be improved in the future.

Suggested Chapter Activities for a Program of Work

Chapters can best serve their schools and communities if they provide a variety of activities throughout the year. Your DECA chapter will be rewarded with member satisfaction and enthusiasm if it plans activities in each of the following recommended areas that represent each point of the DECA Diamond.

Civic Consciousness Activities (Community Service)

Civic activities are conducted by many chapters to serve the school and the community. Civic projects can take many forms and are frequently conducted in cooperation with local business organizations, school organizations and civic groups. Participants may develop leadership characteristics, self-confidence, high ethical standards, effective interpersonal skills, and social and business etiquette. Perhaps most importantly, students learn to recognize and value the responsibilities of citizenship.

Suggested activities include:

- Assist businesses with inventories or surveys
- Assist a community organization in a clean-up project
- Conduct an anti-shoplifting campaign
- Build an access ramp for senior citizens or disabled individuals
- Participate in an MDA activity
- Visit a local children's ward of a hospital
- Visit a senior citizen's home at the holidays
- Adopt a grandparent at a senior citizen's home for the year
- Participate in a local blood drive; host a blood drive at your school
- Hold a Holiday or Halloween party for disabled children
- Participate in a local walk-a-thon or bowl-a-thon for charity

Vocational Understanding (Career Development)

DECA provides a relevant and exciting platform to achieve industry performance standards and to explore and experience career fields of interest. Students enhance their technical understanding by participating in a variety of DECA activities, including competitive role-playing judged by industry partners, comprehensive exams, and research and team projects.

Suggested activities include:

- Schedule outside speakers.
- Attend business-related seminars.
- Arrange for officers or designated members to speak at local civic club meetings to tell the DECA story. Examples include Kiwanis, Rotary and Lions clubs.
- Conduct seminars on other campuses or in classrooms on such topics as free enterprise and job interview skills.
- Conduct a fashion show.
- Participate in Career Development Conferences on the local, district, regional, state and international levels.
- Participate in DECA mini-conferences.
- Spend a day at a local business offering careers in the students' area of interest.

Leadership Development

Through these activities, DECA members are given an opportunity to participate in experiences designed to develop each member's leadership potential. Students learn to listen, deliberate, question and think critically while working in teams. They learn the importance of teamwork and cohesiveness in managing an organization.

Suggested activities include:

- Host a "mini" competitive events conference.
- Participate at local, state and international career development conferences.
- Conduct local officers training with other career and technical organizations.
- Host regional officer training with other DECA chapters.
- Participate in a DECA retreat.

Social Intelligence (Social Development)

DECA provides numerous occasions for students to interact with peers and adults on professional and social levels, and to develop the poise and social skills that will benefit them in the business environment and in daily life. These important lifetime skills are constantly reinforced through discussion, demonstration and modeling.

Suggested activities include:

- Hold an installation/initiation banquet for officers and DECA members.
- Sponsor a school-wide dance.
- Have a back-to-school breakfast for teachers during in-service hosted by DECA members.
- Hold an employee/employer recognition breakfast/luncheon/banquet.
- Hold a spaghetti dinner.
- Have a picnic—perhaps inviting another DECA chapter in the area.
- Host a softball game for current DECA members and alumni members.
- Sponsor a senior graduation breakfast hosted by junior members.
- Host an end-of-the-year banquet for DECA members and parents.

Establishing your program of work gives you a framework for activities and allows you to evaluate your efforts from year to year. This planning aspect of the chapter's life is an invaluable lesson for every member. Any worthwhile accomplishment in life relies on adequate planning. Those who don't accomplish much usually lack the confidence that comes from learning how to implement a thoughtful plan.

DECA Chapter Activity Evaluation Form

Activity: _____ Date(s): _____

Committee: _____ Chairperson: _____

Activity Purpose: _____

Specific Monetary Goal (if any): _____

Were purposes accomplished? Explain _____

Was the goal attained? Explain _____

Was the activity successful? Explain _____

Do you recommend repeating this activity? Explain _____

Suggested changes for activity improvement: _____

Comments: _____

Chairperson's Signature: _____

Sample Calendar of Chapter Activities

It is important not to schedule too many activities during any single month. Activities should be scheduled throughout the school year. This will ensure an active chapter and the involvement of all members. The following are possible monthly activities. Use this list as a guide to begin developing activities, and feel free to make changes and substitute to fit your school schedule and chapter goals.

- August** Advisors and new officers meet for training and planning
- September** Introduce students to DECA--give an overview
 Begin membership campaign (www.deca.org/membershipcampaign.html)
 Sign-up alumni members
 Sign-up professional members
 Collect and submit state and DECA Inc. dues
 Start Program of Work
 Plan sales project(s) for fall conferences
 Order membership items (educational materials, apparel, etc.)
 Hold DECA meeting(s)
- October** Installation ceremony for new member induction
 Sales project(s) for fall conferences
 Attend state fall conference(s)
 DECA Open House
 Community service activity
 Complete program of work planning
 Social activity
 Hold DECA meeting(s)
 Participate in DECA Week Promotion (www.deca.org/campaignactivities.html)
- November** District/regional DECA conferences (check with your state advisor for the dates in your state)
 Thanksgiving project for the needy
 Attend regional leadership conferences (www.deca.org/conferenceoverview.html)
 Begin work on DECA written events and chapter events (www.deca.org/celisting.html)
 Begin fundraising activities
 Introduce first-year members to competitive events
 Hold DECA meeting(s)

December	District/regional DECA conferences DECA holiday party DECA holiday toy drive for the needy Hold DECA meeting(s)
January	Sales project (for spring conferences) District/regional DECA conferences Press release Promote DECA for next year class registration Start planning for employee/employer function Hold DECA meeting(s)
February	Prepare for DECA International Career Development Conference District/regional DECA conferences Press release Hold DECA meeting(s)
March	State DECA Conferences Press release Hold DECA meeting(s)
April/May	Fashion show Press release International Career Development Conference (www.deca.org/icdc.html) Employee/Employer Recognition Ceremony Sign-up future alumni members End-of-the-year banquet/thank sponsors & mentors Present chapter awards Hold DECA meeting(s)
May	Election of new officers Order officer pins Press release Installation ceremony for new officers
June	End-of-the-year celebration/social event

Managing Chapter Finances

Developing a Budget

One of the first essentials in a sound program of financing is developing a budget. The budget is an estimate of the amount of money needed by a chapter to carry out its intended activities, and must be in line with the amount of income projected from all sources of revenue including fund-raising activities. Much of the budget planning should be done while the committees are deciding on activities to include in the year's program of work. This will enable the committee members to see that the goals being set can be financed by the chapter. The budget should be presented at chapter meetings for the approval of chapter members.

There is no one best way of developing a budget for the DECA chapter, but there are certain procedures that can be followed. Included in the development of the budget should be a review of the previous year's financial statements and program of work. Each committee should estimate the cost for the activities that are proposed as part of the program of work. Then, generate budgets for each project that will cost the chapter money or generate revenue for the chapter (field trips, meetings, fundraisers, banquets, special activities, etc). Generally, it is better to underestimate the income expected from sales-related activities than to overestimate—which would require major cuts in expenditures or foregoing planned activities.

Income Sources

Before planning any sales activities, it is important to note sources of income available and determine how they may be used. Income may be derived from the following:

Student Activity Funds: To appropriate this source of funds, the DECA chapter advisor makes application to the school's student government or appropriate official, submitting a request for "x" amount of dollars to carry out its program of work. This income should be sought by the organization each year.

Local Membership Dues: Local dues can be used to generate cash flow for the new chapter so that activities may begin immediately. Dues can also be used for purchasing general use items for the DECA chapter. They should not be used for financing major activities or as the sole source of income.

Activity Fees: For each activity, the financial requirements can be determined and chapter members assessed. This practice, although it is an income source, should be discouraged as it may cause the chapter leaders to be perceived as collection agents each time an activity is undertaken. In addition, assessing members may discourage them from planning new activities since they will have to pay for the activity from their personal income. Negative response to using this income source by both advisor and chapter members have shown this to be an ineffective and sometimes damaging tool for raising funds.

Contributions from Business and Industry: This income source should be pursued, but with some strategy. Soliciting funds just for the general purpose of funding the DECA chapter is not usually viewed with much enthusiasm by community business and industry leaders. However, if the chapter advisor and student-member representatives approach the business person with some specific activity for which the chapter needs financial support, the business leader is more likely to make a commitment. Financial support to members attending DECA conferences is a common activity where business will become involved. For example, if a student in

the cooperative phase of the program is representing the local chapter in international competition, that student's employer may wish to contribute funds for his/her expenses. Other kinds of chapter activities may also generate business interest and support, such as a Creative Marketing Research Project.

Sales and Marketing Projects: DECA provides great sales and marketing projects or fund-raisers for your local chapter or state association. Sales and marketing projects are not only profitable financially but very educational as the marketing students and DECA members apply inventory skills, the concepts of supply and demand and pricing, and the techniques needed to close a sale. Some great tips on sales projects include:

- Set a clear goal stating how much money needs to be raised and how these funds will be spent.
- Allow a reasonable time span for the sales and marketing project.
- Encourage participants to have family members help. School administrators and faculty are also good people to include.

School-based Enterprise (SBE): School-based enterprises are effective educational tools in helping to prepare students for the transition from school to work or college. For many students, they provide the first work experience; for others, they provide an opportunity to build management, supervision and leadership skills. While some in the education community have only recently discovered the value of school-based enterprises, marketing educators and DECA advisors have used them as a powerful teaching tool for more than four decades. School-based enterprises provide many chapters with funds that can be used for chapter functions, travel to conferences, and supplies.

Planning Is Important

Although local school policy will usually dictate how chapter finances are to be handled regarding the procedure for depositing and disbursing funds, it is up to the DECA chapter to determine how money will be generated and for what it will be used. If the DECA chapter members have already established a tentative program of work, information about each activity's financial requirements should be noted.

DECA Chapter Activity Budget

20__ to 20__ School Year

Anticipated Income:	Amount
Total Anticipated Income:	
Anticipated Expenses:	Amount
Total Anticipated Expenses:	

The DECA chapter budget can be kept on a computer or by hand. The basic information that should be provided in the budget is shown on the next few pages. Income and expenses should be noted. Be specific about where the money came from if it's income and where the money went if it was an expense. Do not count on your memory for those details. Leave space in your reporting forms to indicate those facts.

Items to Include in Your Budget:

Membership Dues	_____	<input type="checkbox"/> Income
	_____	<input type="checkbox"/> Expense

Sales Projects	_____	<input type="checkbox"/> Income
	_____	<input type="checkbox"/> Expense

(Note: There will probably be several during the year and they might be ongoing activities, such as recycling efforts.)

Chapter Supplies	_____	<input type="checkbox"/> Income
	_____	<input type="checkbox"/> Expense

Member Supplies	_____	<input type="checkbox"/> Income
	_____	<input type="checkbox"/> Expense

Committee Needs	_____	<input type="checkbox"/> Income
	_____	<input type="checkbox"/> Expense

State/International Conferences	_____	<input type="checkbox"/> Income
	_____	<input type="checkbox"/> Expense

(Note: There would be income if members are expected to pay a portion of the cost to attend these events.)

Area/Local Conferences	_____	<input type="checkbox"/> Income
	_____	<input type="checkbox"/> Expense

(Note: There would be income if members are expected to pay a portion of the cost to attend these events.)

Employee/Employer Functions	_____	<input type="checkbox"/> Income
	_____	<input type="checkbox"/> Expense

Other Yearly Activities	_____	<input type="checkbox"/> Income
	_____	<input type="checkbox"/> Expense

Fund-raising Basics

Sales Projects

Raising funds is a necessary activity in almost any organization. This is also true for the local DECA chapter. This source of income is the one most commonly used by chapters to raise the funds necessary to carry out chapter projects and activities. A well-planned sales project will not only generate funds for the chapter but also can give a very meaningful learning experience for chapter members. You and your members also need to be aware that a poorly planned and run sales project can be disastrous.

Of all the projects and activities that your chapter will work on during the year, the one that should be viewed with strict business logic is the sales project. Many times members will confuse fund-raising activities with fun activities and make decisions such as hiring a band for a school dance and then be in the situation where they must sell 2,000 tickets to break even on the event when the school population is only 800. Therefore, the advisor and members need to review some guidelines for successful fund-raising activities before beginning the campaign.

Below are some suggested guidelines:

- The project or activity does not violate existing school policy.
- Before deciding on an activity, the chapter must review school policy for fund-raising. It is further suggested that approval for the activity be obtained from the principal. He/she can then become your first customer.
- Is the project or activity unique or has another group in the school or community done something similar?
- Chapter members must be sure that other student organizations or community groups are not planning a similar activity. It is also important to know if other groups have conducted similar activities. This information will help your chapter determine whether or not there is a sufficient market for the product or service. It will also help answer the next question.

Will the project involve all chapter members?

It is critical to the fund-raising effort that the product or activity be a popular choice of the majority of the members. Motivation is the key to selling. If chapter members have a voice in the product selection, their enthusiasm will be greater for selling it, and enthusiastic salespeople are the key to a successful campaign. This step also provides you with the opportunity to review sales techniques. This is something that should come naturally to marketing education students; however, too many members do not view fund-raising as selling and forget all of the techniques that have been learned in the classroom and on the job. A review of these techniques is a must at this time. Allow chapter members to develop the sales approach they will use. The following example will show how effective this can be. From which salesperson would you buy?

“Hi. Would you like to buy some light bulbs?”

or

“Good morning, my name is Kelly and I’m a member of the Landview DECA Chapter. We are selling light bulbs to raise money to send six of our chapter members to the In-

ternational DECA conference in Anaheim. These light bulbs are not just ordinary bulbs. They will last four times longer than normal bulbs and cost an average of only 75 cents each in packages of four. You can help us by purchasing one or two packages of light bulbs, and your assistance will be greatly appreciated."

The approach you use will make a great deal of difference in the success of your sales project. Make sure you spend time talking through the sales presentation.

Are we providing a needed product or service?

There are many worthy causes; therefore, it is important that we give people something for their dollars. Are we giving people something for their money or are we simply asking for a donation? This is an important factor to consider when making your choice of what to sell.

Does the product or activity provide adequate opportunity to raise the needed funds?

Here is a great opportunity for conducting market research. Before embarking on a sales project, ask the following questions: Is there a sufficient market for this project? Will the project generate sufficient revenue for the chapter's effort? Is the project salable to the total community or is the market limited? What market does the chapter plan to serve?

Will the percent of profit and the number of items sold yield the amount of money needed for the group's activities?

Just how much profit will the chapter realize from the sale of one item? This is a question that needs to be answered before selecting a product. Often items that are most attractive to the members yield such a low profit that the chapter would have to sell an unrealistic amount of the product to reach its goals.

Is the supplier readily available?

The answer to this question is important when selecting the sales project, since it is difficult to determine the potential sales of a campaign. Goals will be set; however, there is no way of accurately predicting what each member will sell, especially if it is the first time for this particular campaign. Therefore, prior to selecting the product or company, an arrangement should be made for securing additional products. Answers to the following questions should be obtained in trying to determine whether or not to deal with a particular company: Who pays the shipping charges? What is the turnaround time after placing the order? Who pays for damages or shortages? Answers to questions such as these will help your members begin each fund-raising activity with their eyes open.

Can we return unsold products?

Again, determine this before you select the product or company. Do not be surprised at the end of your activity by finding out that all unsold products must be purchased by the chapter.

Are the sales goals established for each member realistic and challenging?

Goals must be set for all projects, especially sales projects. J.C. Penney expressed it beautifully when he said, "Give me a stock clerk with a goal and I will give you a man who will make history. Give me a man without a goal and I will give you a stock clerk."

Goal setting gives the chapter something to work toward. If goals are not established, then one sale could be considered a success. The chapter should establish group goals as well as individual member goals. All members should know what is expected of them.

One thing to keep in mind when setting goals is that they should be challenging, yet not so challenging as to be unattainable. Once goals are set, each member should be allowed to plan how his/her goal will be reached. Ask members to write this down. Remember—if you fail to plan, then you are planning to fail.

Does the project provide for incentives to encourage member involvement?

Nothing will help generate sales better than a well-thought-out incentive program. These will be discussed in greater detail later in this section.

Will the project be a good learning experience for the membership?

All projects undertaken by the chapter, whether civic, social or fund-raising, should provide a meaningful learning experience to all chapter members. If the criteria listed above are used in selecting a fund-raising project, a well-rounded learning experience will be provided. Members will discuss market research, buying, pricing, selling and other marketing-related topics in selecting the activity. This is a very good justification for conducting fund-raising activities. Many schools are now limiting the number of fund-raising activities that student organizations can do throughout the year; however, this type of activity is a perfect extension of the marketing classroom.

Sales Project Incentive Programs

Incentive is a vital aspect of any activity; however, it is tremendously important in fund-raising activities. Generally, when advisors hear the word “incentive” they think of a prize program, which is usually perpetuated by the sales and marketing company itself. While there is nothing wrong with a well-conceived prize program, several alternatives are listed below for consideration.

Prize Structure

A prize can be a great motivator, but take care not to make the programs so costly as to endanger the ultimate goal of the activity. Properly designed, the prize structure should create incentive for sales, while also rewarding students for consistency and for turning in funds daily. The prize structure should also reflect your organization’s goals. A key point here is that the prize structure should not be designed to reward only the top salespeople. Make sure that it is possible for every member to receive a prize for reaching a minimum sales goal.

What prizes do you give?

Many sales and marketing companies have established their own programs. Review these with the company representative. The prizes awarded may not be adequate or appropriate for your particular group. If this is the case, discuss this with the representative to determine what changes can be made. If a company’s prize program is insufficient, tell them and push for a cost reduction in other areas. For instance, agree to forget the prize program if the company agrees to pay shipping. This would provide you with the funds necessary to structure your own prize program.

Where do you get the prizes?

Often your supplier can assist you with prizes or will supply them for you. In cases where you and your members design the prize program, it is recommended that a wholesaler be contacted for the prize purchases. Many times a local merchant will provide you with a discount, or may even donate some items.

How many prizes are awarded?

Usually there is one daily prize (times the number of days for the activity); then three major prizes for the most sales (first, second, third). Daily prizes can be awarded using two different methods: (1) Prizes can be awarded to the person having the highest total sales day after day; or (2) all members can start each day equally and the person having the highest total sales each day is awarded a prize. This gives all members the opportunity to win a daily prize.

This prize structure rewards members for daily sales. Further, it encourages them to turn in money daily. It also keeps from discouraging those members who have little opportunity to win the volume awards. Finally, this method still recognizes those members who have sold the most.

Daily prizes should be motivational; however, they need not always be expensive. One local advisor found that a free soda was very motivational. She offered a free soda to any member who sold three products overnight. The end result was that 12 of 30 members met this goal. Thus 36 additional items were sold at a profit of one dollar on each for a total of \$36 profit. The cost of the sodas was \$3—well worth the effort.

Individual Account Structure

Some chapters receive either a portion of or all of the profits from the school store operation and therefore do not need to do substantial fund-raising to raise the chapter budget. Yet some of these chapters do conduct fund-raising activities to allow individual members the opportunity to build an account with the chapter. This account can be drawn upon to cover costs incurred at DECA activities. A member can earn his/her way to a state or international conference, pay membership dues and buy DECA membership items from his/her account. You as the advisor are usually the final authority as to what is and is not an acceptable expense. This system is simple to administer because no money ever changes hands. Additionally, this system allows the chapter treasurer to get very involved in the financial activities of the organization. This system works whether the individual is credited with the full percentage of the profit or only a portion. Individual accounts are effective because they reward everyone who participates, especially the top salespeople.

DECA All Stars

It was mentioned earlier that not all incentive programs need to award prizes. There are other alternatives. One such alternative was developed by a local advisor. She started the All-Star Program and awarded a specially designed sweat shirt to all members reaching 1,000 points. Sweat shirts were presented at the end-of-the-year awards banquet.

Points were awarded not only for sales projects, but for participation in activities throughout the year. Properly marketed, membership in this organization becomes a very prestigious thing and in turn works to motivate the chapter membership. Often times, sophomores or juniors were awarded sweat shirts and would wear them during the next school year. The next class

of DECA members were always curious how the sweat shirts were earned. Note: Involve the DECA members in designing the All-Star sweat shirt so it is something students want.

Students were given the point structure at the beginning of the year so they knew all of the activities that would be taking place and how points could be earned. From simply paying membership dues to earning recognition in area, state and international DECA competitions, students earned points. Charts were readily available to students so they could see where they stood with All-Star points.

Regardless what type of incentive system you use, remember to take into consideration the students who will be working toward these incentives. If it isn't something they are interested in, it won't be an incentive and will serve no purpose. Also, remember that the incentives do not need to be expensive. Sometimes advisors get caught up in making the incentives worth so much that the profit is lost. Even something as simple as a pizza party for everyone if the goal is reached is enough. So do not spend too much energy on developing an elaborate incentive program, it's really not necessary.

Visit DECA Images at www.deca.org to view products ideal for prizes and giveaways.

DECA's Approved Vendors

DECA's Approved Vendors are excellent sources for fund raising materials. These companies are reliable and provide quality products. Many of these companies exhibit during the International Career Development Conference, enabling you to see their products for yourself.

The list below contains the approved vendor companies at the time the Chapter Management System was published. For an up-to-date list, go to www.deca.org/mainsmpage.html.

Council for Economic Education

Troy White
(800) 338-1192 Ext. 1791
Fax (212) 730-1793
E-mail: twhite@councilforeconed.org
<http://store.councilforeconed.org>

Currie Technologies

Rob Kaplan, V.P. of Sales
Phone: (800) 377-4532 x 420
E-mail: deca@currietechnology.com
www.currietechnology.com

Custom Resources

Tara Richardson
(660) 885-5096 • Fax (660) 885-3665
E-mail: tara@customresources.com
www.customresources.com

Digi-Photo Products

Bill Mays
(480) 422-4999 • Fax (480) 699-9896
E-mail: decapartner@mymini-me.com
www.mymini-me.com/DECA

ESPN Fundraising

Pete Bryden
(407) 938-3423
E-mail: Pete.Bryden@espn3.com
www.coaches.espn.com

Fieldhouse, Inc.

Angela Contrino
(877) 232-9785 • Fax (425) 467-0800
E-mail: customerservice@fieldhouse.com
www.fieldhouse.com

FunTeaching.Com

Don and Dotty Clark
(800) 993-0585 • Fax (240) 282-8834
E-mail: sales@funteaching.com
www.FunTeaching.Com

Gear for Sports

Joe Streck
(913) 693-2106 • Fax (913) 693-2621
E-mail: jstreck@gearforsports.com
www.gearforsports.com

The Krelman Company

Vaughn Platt
(800) 231-9556 • Fax (719) 561-9939
E-mail: sales-vaughn@krelman.com
www.deca.krelman.com

Jardine Associates

Rick Muhr
(508) 353-6699 • Fax (401) 667-3818
E-mail: rick@jardineassociates.com
www.jardineassociates.com

M.E./D.E. Supply Company

Stanley Freed
(800) 656-8590 • Fax (215) 752-8690
E-mail: MEDESupply@aol.com
www.medesupplycompany.com

J America

Jim McCollough
(517) 521-2525 Ext. 138
Fax (517) 521-2605
E-mail: jmccollough@j-america.com
www.jamericasportswear.com

Otis Spunkmeyer, Inc.

Kathy Tilton
(800) 506-3191 ext. 7451
Fax (919) 477-7617
E-mail: ktilton@spunkmeyer.com
www.spunkmeyer.com

People to People Leadership Programs

Program Office
(888) 275-5061 • Fax (877) 670-0782
www.peopletopeople.com

Pride Distributors, Inc.

Harriet Rich
(800) 451-5442 • Fax (248) 553-7567
E-mail: pride@prodigy.net
www.townopoly.com

SWIRL

Chris Burtz
(877) 777-6565
E-mail: cburtz@swirldrink.com
www.swirldrink.com
www.swirltogo.com

Tropicana

John Wilson
Northeast Director, QTG DSD
(203) 806-2002
E-mail: john.wilson@tropicana.com
www.tropicana.com

Wear-a-Knit

(800) 346-0748 • Fax (218) 879-1205
E-mail: sales@wearaknit.com
www.wearaknit.com

Webb Candy

Alan Webb
(651) 322-8201 • Fax (651) 322-8223
E-mail: alan@webbcompany.com
www.webbcandy.com

DECA Week

One of the most effective ways to publicize your DECA chapter is to get involved in DECA Week promotions. Each year DECA Week falls near the middle of October. The specific dates can be found in the membership campaign flier that you receive each year or on the DECA Web site at www.deca.org/pdf/membership_campaign.pdf. The benefits of a strong DECA Week program are:

- Recognition for the chapter
- Interest it creates for recruiting members
- Development of teamwork
- Leadership gained by the students

“Live, Learn, Lead” is the theme of the 2009–2010 Membership Campaign. Participation in DECA’s annual DECA Week is a critical part of promotion and membership development for our organization. DECA Week was designed to encourage members to get involved with their school and community and to promote our organization to those outside of our current membership. The date of this year’s DECA Week is October 11–17, 2009.

Remember that the best way to gain local and statewide recognition and identity is to let the public know who we are and what we, as DECA members, stand for. Enjoy the spirit of DECA Week!

Awards

This is also a chance for your chapter to earn international recognition, as your DECA Week promotions are a key element in the annual membership campaign. Top level achievers in the membership campaign are recognized on stage at the International Career Development Conference.

Guidelines

Be sure to carefully read the DECA membership campaign flier and the Web page www.deca.org/membershipcampaign.html for guidelines and tips for conducting your DECA promotions and applying for membership campaign awards. It is important to remember that DECA membership campaign activities must be public relations oriented. It is okay to have special DECA chapter meetings, tours, or speakers during DECA Week, but these will only count as official DECA membership campaign activities if the invited audience goes beyond current DECA members.

Please take note that DECA Week is designed to promote DECA to students and community members NOT currently involved with the organization. Activities such as chapter meetings, officer election/installations, and other member-only activities are not accepted for campaign recognition.

Planning

The key to a successful promotion of DECA Week activities is to utilize good management principles. The following checklist may help you to plan a successful DECA Week.

- Plan early. Prepare a DECA Week calendar.
- Select your overall chairperson and special committee chairpersons and committee members.

- Make detailed plans and put them in writing with a timeline and budget for each activity.
- Contact DECA IMAGES for items that may help you with your promotional efforts.
- Obtain a DECA Week proclamation from your mayor or governor. Take pictures and be sure to put the news story in your local and/or state newsletter and your community newspaper. (A sample proclamation is available on the next page.)
- Contact civic organizations and have your members make presentations on DECA. If possible, use slides or a video to help the audience understand the purposes of our organization. The annual DECA membership video also may be helpful.
- Prepare a special DECA exhibit for fairs, shows, store windows, shopping malls, schools, libraries, airports or sporting events. Be sure to take pictures to show your progress, and photos of the final product for documentation purposes. Send a print to your state reporter for the state newsletter or to your state advisor.
- Be sure to thank everyone who helped promote DECA, including newspaper, radio and television people.

Sample Activities

- Broadcast announcements/DECA trivia on school intercom
- Create and post an attention-getting poster
- Decorate school library/cafeteria
- Wear “Ask me about DECA”/“Searching for Replacements” T-shirts or buttons
- Conduct teacher appreciation activities (breakfasts, cookies and coffee, goodie bags delivered to classrooms, etc.)
- Sponsor a speaker for an assembly
- Conduct a fashion show to raise money for a charity and increase awareness
- Set up an information booth in common area
- Send members into freshmen classes to talk about marketing
- Root beer/Coke Float sales for MDA
- DECA Open House
- Promote Professional Dress Day (members dressed in professional business attire and ready to answer questions about why professional attire is important)

You will find many more examples of DECA Week activities on DECA’s Web site at: www.deca.org/campaignactivities.html. But don’t be afraid to use your imagination and creativity! Good Luck!

Icebreakers

Icebreakers are organized ways to get a group to interact and help everyone get acquainted. These activities will help you find ways to learn how to work together and to have fun. The Leadership Toolkit has a section filled with teambuilding activities: www.deca.org/officertoolkit.html.

DECA Logos

To request an electronic version of the DECA logo to use in your DECA Week activities, please fill out the [request form](#) found on the DECA Web site.

Office of the Governor of (insert state)

Proclamation

WHEREAS, October 11–17, 2009, has been designated DECA Week by DECA, an association of marketing students; and

WHEREAS, the mission of DECA is to enhance the co-curricular education of students with interests in marketing, management, and entrepreneurship; and

WHEREAS, DECA and marketing education provide Americans with a school-to-careers connection and is the backbone of a strong, well-educated workforce, which fosters productivity in business and industry and contributes to America’s leadership in the international marketplace; and

WHEREAS, DECA helps students develop skills and competence for marketing careers, build self-esteem, experience leadership and practice service learning as well as develop high ethical standards in personal and business relationships; and

WHEREAS, DECA offers individuals lifelong opportunities to learn new skills, which provide them with career choices and potential satisfaction with an understanding of the competitive, free enterprise system; and

WHEREAS, DECA strives to develop a greater appreciation of the responsibilities of citizenship through character education, and

WHEREAS, DECA is committed to the advocacy of marketing education and the growth of business and education partnerships;

NOW THEREFORE, I, (insert Governor’s name), Governor of (insert state) do hereby proclaim October 11–17, 2009, as

DECA Week

in (insert state) and urge all citizens to become familiar with the services and benefits offered by DECA Chapters in this state and nation and to support and participate in these programs to enhance their individual work skills and productivity.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused to be affixed the seal of the State of (insert state) this _____ day of _____, 2009.

Employee/Employer Recognition/DECA Awards Ceremony

An Employee/Employer Recognition Ceremony offers the chapter a perfect opportunity to conclude the year on a positive note and to maintain the support of parents, employers, school administrators and faculty members. A well-planned ceremony can be one of the greatest public relations tools of the chapter; however, many times this opportunity is overlooked.

This ceremony should demonstrate that DECA is a prestigious, professional organization. The ceremonies should be dressed up so that employers and members feel good about being involved in the chapter. This can be achieved effectively with little cost. The key here is to plan a program in which all participants can take pride and participation in the planning, setup and actual program.

Let's take a look at how to make this happen. Initially much of the planning for the first ceremony may be left to you. However, after completing the ceremony once and giving chapter members a solid foundation on which to build, you can watch the activity grow through the creativity of the chapter members. In planning the ceremony, the following questions need to be answered.

Where do we hold the ceremony?

There are many good alternatives for the ceremony location. Check with local businesses in your area that might have company-training rooms, restaurants that might have a banquet room available, or even a community theater. Of course, don't rule out your school. While many chapters want to give their members an opportunity to get away from the school, it may be more beneficial to bring family and community members into the school. Also, this will probably be your least expensive alternative, and a beautiful ceremony can be conducted at your school, either inside or outside, as you will have easier access to the facilities for planning and decorating.

A restaurant or banquet room is also a good alternative in which to hold this function. Because a meal is often served, these two options allow the meal to be served with ease, allowing the chapter to concentrate on the program and not on how to cater the function.

How do we decorate for the ceremony?

Again, this ceremony is a showcase for your chapter. Time and attention should be given to the overall decorating you will do to the facility you choose. Remember, a great deal of money does not need to be spent on decorations to make your ceremony successful.

Local retailers might have extra decorations they are willing to loan you or give to you, especially if you are using a particular theme for which a store has recently purchased decorations. Call the retailer and explain what you are doing. Quite frequently they are more than willing to help. Make sure you send appropriate thank-you notes so they will be willing to help next year's chapter members as well.

Flowers also decorate any occasion. They should be used to add to the formality of the ceremony. Again, they don't need to be very expensive. Often friends or other family members have talents in decorating with flowers and will volunteer to do the flowers for you at cost or even at no charge. Check with your horticulture teacher if you have the program in the school. Many of the students are learning to do flower decorations and would be willing to do it for a class project.

Additionally, a local florist might be willing to donate flowers for the occasion if you mention their name in the program. They know the value of public relations in the community, and in schools as school homecoming and prom nights may account for a large part of their business.

Should we have a program in addition to the ceremony?

A program of some type should be planned to offer a professional experience. Chapter members should be sure to allow time for the principal or other school official or board member to speak or bring greetings. Remember, the chapter is in the business of marketing! In some cases, this can help to get the parents and businesspeople to attend. A speaker can add tremendously to the formality of the event.

Regardless of who you invite to speak, it is important to provide the person with plenty of information about the marketing education program and the DECA chapter so they can feel comfortable with the ceremony. It is always wise to have one person assigned to meet the speaker when he/she arrives and to escort the speaker and his/her guests to their assigned seat.

Another good idea for the program is a video presentation. The presentation should include all aspects of the marketing education program. It should point out the kinds of learning experiences that members receive in the classroom, the types of jobs in which students are placed, the activities the DECA chapter has worked on and the kinds of competitive events in which they have placed. This is an excellent way to explain the program to the entire audience.

If you do not want to have a speaker, perhaps some entertainment would be appropriate. The school will no doubt have a wealth of options in this area, perhaps in the DECA chapter itself. The important thing to keep in mind is to make sure that the entertainment is appropriate for the occasion.

How formal should the setting be?

Invitations should be sent to all prospective guests. A professional printer need not print these; however, they do need to be well done. Check with your graphics arts department. They may have students studying in this area who will help you prepare invitations at minimal cost. Remember the invitations represent your organization, so they should send positive messages about your DECA chapter. The invitation should include all of the obvious items like who, what, where and when. But don't forget to let people know why they should be there. Make sure you give people enough time to plan for this ceremony so they can make any necessary scheduling arrangements.

One advisor believes that attendance by family members and guests is important enough that she rewards students with bonus points for every member of his/her family who attend. The advisor did this because she was convinced that once these people came, they would become strong supporters of the marketing education program and of the DECA chapter activities.

Members should dress for the occasion. Business dress should be the standard. Males should wear a minimum of a shirt and tie and females should wear dresses or business suits. Many chapters make the employee/employer banquet a formal occasion with more formal dresses and suits the acceptable attire. Whatever your chapter is comfortable with is what you should choose. However, remember, these ceremonies demonstrate the professionalism of DECA members to family members, school personnel and the business community .

Who should we invite to the ceremony?

Each DECA chapter has many stakeholders and supporters that should be invited to the event beyond the Cooperative Education students and employers. School administrators, local Career and Technical Education (CTE) supervisors, and guidance counselors enjoy learning about DECA and Cooperative Education. The banquet serves as an opportunity to showcase your program. Be sure to invite parents to the ceremony. Many parents may not be familiar with DECA and Cooperative Education and this event will help educate them about your program's many benefits and opportunities. Former DECA officers and members that still live nearby might love the opportunity to come back and help with the ceremony as a keynote speaker. Keeping past members involved in chapter activities may also increase your alumni membership in DECA. Finally, be sure to invite a reporter from your local newspaper to cover the ceremony.

Should there be a reception following the ceremony?

Absolutely, for a number of reasons. This allows parents and businesspeople an opportunity to talk to the members about the ceremony. The interchange provides positive immediate feedback and motivates members.

The reception also gives the adults an opportunity to learn more about the program and chapter. Members will be able to talk and answer questions, further demonstrating their poise and confidence.

The reception does not need to be elaborate. Chapter members can donate baked goods, or a large sheet cake can be ordered along with punch and coffee. This is more than adequate to close the ceremony.

What has been achieved up to this point? Your chapter has planned an effective program using little money. Now, let us concentrate on what happens at the actual ceremony.

What will the program look like?

Following are a sample agenda, script and checklist.

Employee/Employer Recognition Ceremony Agenda

The ceremony below can easily be adapted for use by all local chapters. This ceremony should be a standardized and formal ceremony.

Officer Introductions

The first thing that can be done to start the ceremony off properly is to introduce DECA officers and/or training stations. A great way to do this is through the use of Power Point® slides.

It is advisable to make title slides for officers and the names of your training stations. The title slide for each office is shown until the officers are introduced, and then the slide of the officer is shown while he/she is being introduced.

Staging

Place a head table in the center of the stage. If possible, use a floral centerpiece representing DECA's colors of blue and gold. Display the DECA banner prominently, either in the background or across the front of the table. If the chapter does not have a banner, be sure some method is used to display the chapter colors prominently. Place the American flag properly in the corner, stage left.

Officers should sit as follows: president to the right of the podium, vice president to the left of the podium, secretary next to president, treasurer next to vice president, reporter next to the secretary, historian next to the treasurer, parliamentarian next to the secretary, chapter advisor next to the historian.

Music

If possible, it is effective to have a pianist or taped music playing in the background while introductions are made. Music may also be played softly at the beginning and end of the ceremonies.

Employee/Employer Recognition Ceremony Sample Script

Here is a sample script for the Employee/Employer Recognition Ceremony. Chapters may wish to substitute ideas, speakers or other creativity to personalize this ceremony. What we have included here is only the beginning.

Call To Order–President

"I now declare the (School) Chapter Employee/Employer Recognition Ceremony to be in session." (Rap gavel two times.)

Pledge of Allegiance–Vice President

"Will everyone please stand? I pledge allegiance to the flag of the United States of America and to the Republic for which it stands, one Nation under God, indivisible, with liberty and justice for all."

"Would you please remain standing for the DECA Creed.

DECA Creed–Treasurer

The DECA Creed may be found on the back of your Program. (Pause) Please join me in reciting the DECA Creed.

Introduction of Special Guests–Secretary

Introduce school officials. Recognize committee members and guests.

Invocation–(optional) Historian

"Enjoy your meal."

Call Back To Order–President

"We realize some of you may still be eating; however, we are going to continue with our program. At this time, I would like to introduce ____, who will introduce our guest speaker."

Introduction of Speaker–Officer

Thank Speaker–Officer

Introduction and Recognition of Training Stations–Officer

This part of the program should reflect local needs. Some possible approaches include:

1. Introduce each student and have him or her introduce his or her employer and training station. Make sure each student feels comfortable standing and introducing his/her employer so this is professionally done.

2. Have one individual introduce all employers and employees.
3. If the chapter budget allows, present each employer with a certificate or plaque of appreciation.
4. Present each employee and employer at the training station via video tape or slide show.

Adjournment - President

"I now declare the (School) Chapter Employee/Employer Recognition Ceremony to be adjourned." (Rap gavel one time.)

Employee/Employer Recognition Ceremony Planning Checklist

Activity	Target Date	Person Responsible
Select planning committee	_____	_____
Select date/location/time	_____	_____
Select theme	_____	_____
Receive administrative approval	_____	_____
Finalize arrangements for facilities	_____	_____
Review plans (committee meetings)	_____	_____
Select speaker/program	_____	_____
Design invitations	_____	_____
Inform members of date	_____	_____
Plan menu and decorations	_____	_____
Determine budget	_____	_____
Prepare guest list	_____	_____
Invite guest speaker (one month or more in advance)	_____	_____
Send invitations (two weeks in advance)	_____	_____
Prepare certificates for employees/employers	_____	_____
Hold rehearsals	_____	_____
Review how to shake hands while presenting certificates	_____	_____
Prepare script	_____	_____
Prepare program for printing	_____	_____
Prepare place cards, seating chart, head table	_____	_____
Notify caterer with count	_____	_____
Arrange for photographer	_____	_____
Complete decorations	_____	_____
Write thank-you notes	_____	_____
Evaluate and make recommendations for next year	_____	_____

DECA Supplies

DECA IMAGES offers a full line of training materials, promotional products and team apparel for building and developing your chapter. The following helpful items can be found in the full color catalog within the DECA Guide, The Trophy Catalog and online at <http://decaimages.stores.yahoo.net>.

Chapter Promotion/Membership Development

- Banners
- Decals
- Scrapbooks
- DECA Buttons and Stickers
- Custom team tee shirts in a variety of reasonable price ranges

Chapter Meetings

- Wooden gavels
- Chapter Officers' Guide
- Officer Pins
- Official DECA Blazers

Business/Community Involvement

- Briefcases
- Brass Pens
- Engraved Name Badges
- Business Etiquette manuals

Banquets

- Gift items for volunteers, employers and school administration
- Certificates
- Engraved Plaques and Trophies
- Balloons

Competitive Events

- Sample role-plays
- Sample case studies
- Sample written events and projects
- Sample comprehensive exams

Stationery and Place Setting Cards

Suggested uses:

- Recruit new members during DECA Week and hand out pencils and click pens to potential new members to remind them about DECA later in the day.
- Fill a DECA java mug with small bags of coffee and wrap in cellophane and tie it off with DECA satin ribbon for an uplifting gift for employers.
- For your next community project dress your entire chapter in a DECA tee shirt to build team spirit.
- For more ideas or to share some of your own please contact DECA IMAGES at (703) 860-5006, or via email at deca_images@deca.org.

DECA Conferences

Getting students into the wider world of DECA ignites a spark in your members that energizes your chapter.

DECA offers several conferences that appeal to a broad range of student interests. Go to www.deca.org/conferenceoverview.html to find the descriptions and information about these conferences.

DECA Conferences are an important part of the DECA year. They begin in the fall with the state and regional leadership conferences, but early in the new calendar year the excitement builds with district competitive event conferences. These preliminary events offer members experience in competition and help them gain confidence as they test themselves against others and go on to the state level. State winners are eligible to represent their state at the annual International Career Development Conference (ICDC), listed annually as an NASSP Approved Activity. The year is crowned with international event finals, officer elections and leadership academies.

SAM Conference

The State Association Management Conference is held each summer at the site of the International Career Development Conference. DECA state advisors/DECA Inc. members meet here to review the conference site and vote on motions that require DECA Inc. approval. SAM conference for 2010 will be held in Orlando, Florida, on August 12–14, 2010.

State Fall Leadership Conferences

Many state/provincial associations host a leadership development conference in the early part of the school year. The content and size of the conferences vary from place to place. Most fall conferences offer speakers, workshops, field trips and interactive learning sessions that teach leadership skills. In addition, attendees interact with business representatives and visit business sites to analyze corporate goals and marketing techniques. To get more information about a fall leadership conference in your home state, contact your state advisor.

Regional Fall Leadership Conferences

The regional fall leadership conferences are held annually to give those students who may not have had the opportunity to attend a leadership conference in their home state a chance to develop their leadership skills. Members can earn recognition for attending workshops based on subject matter and for business workshops. Attendees will learn:

- Career development skills
- Leadership skills
- Competitive event tips

There are four DECA regions (North Atlantic, Southern, Central and Western), each with approximately 13 state/provincial associations (*p. I-10*). Delegates from each region gather at a city within the region for these conferences. Between 800 to 2,500 DECA members will attend each regional conference. There are workshops for students and advisors, keynote speakers, networking opportunities and much more. These conferences are definitely a highlight of the year.

North Atlantic Region Leadership Conference: Nov. 6–8 in Buffalo, NY

www.deca.org/narcon.html

Southern Region Leadership Conference: Nov. 13–15 in Orlando, FL

www.deca.org/srlc.html

Western Region Leadership Conference: Nov. 12–14 in Reno, NV

www.wrdeca.org/WRLC.php

Central Region Leadership Conference: Dec. 4–6 in Minneapolis, MN

www.modeca.org/crlc2009

New York Experience

Choose your week and join us for this one-of-a-kind experience in a one-of-a-kind venue. This year's interactive conference will consist of a solid educational experience including:

- a marketing strategies presentation in a major sports/entertainment venue
- a marketing/teambuilding workshop in New York Times Square setting
- advice from experts from the world of finance, fashion and business

The conference will also allow attendees to enjoy the adventure of exploring the unique sights, shops, shows and lifestyle of America's most exciting city ... New York, New York! Go to www.deca.org/nye1.html for more information.

There will be three opportunities to attend this conference in 2009: November 18–22, December 2–6 and December 9–13.

DECA's Sports and Entertainment Marketing Conference

DECA's Sports and Entertainment Marketing Conference is a must for students interested in a career in sports and entertainment marketing. It's a great opportunity to learn and have fun at the same time.

Conference attendees will find out what is involved in the dynamic world of marketing sports and entertainment in a setting uniquely suited to this career. One of the world's premier locations for family entertainment and home to world-class professional and college sports, Orlando provides the perfect backdrop for a dynamic conference experience. Students will have an insider's prospective as the theme parks become the living classroom to complement the lessons from the conference speakers.

Speakers will focus on such concepts as brand marketing, advertising, corporate promotions and partnerships, marketing through media and marketing to niche groups. They will also discuss personal development and career planning. These concepts will come alive through the stories, examples and presentation materials of the speakers as well as through the students' own explorations.

Conference dates are February 3–7, 2010, in Orlando, Florida. Find more information at www.deca.org/spec.html.

State Career Development Conferences

All state/provincial associations host a career development conference in the spring. It is here that DECA members will compete to earn the right to attend the International Career Development Conference. The size and location of the conferences vary from place to place. To get more information about a state career development conference in your home state, contact your state advisor.

International Career Development Conference

The International Career Development Conference (ICDC) is the highlight of the DECA year. Fourteen thousand students, advisors, businesspersons and alumni gather for several days of DECA excitement. Most participants are at ICDC to compete in one of DECA's competency-based competitive events. The top competitors in each event are recognized for their outstanding achievements. In addition to the competitive events, many students and advisors participate in the following activities:

The **Leadership Development Academy (LDA)**, which is recommended for freshman, sophomores and juniors, is literally a conference within a conference. Every student who attends this stimulating, interactive academy will leave with not only the knowledge of leadership and chapter management skills, but with a new spirit and outlook for involvement in the DECA chapter—a spirit that will spill over to life outside of DECA and to any chosen career path as well. The number of eligible participants is determined by state allocations.

Designed specifically for DECA chapter officers and emerging officers, the **Chapter Management Academy (CMA)** provides participants with expert advice and a chance to share best practices. Topics covered in the academy will be community involvement, organization management and leadership, project management, presentation skills, event planning and public relations. This interactive program uses dynamic speakers as well as engaging students in hands-on activities that will translate into successful programs at the chapter level. Slots in this program are based on state allocations.

DECA LEADS, Leadership Education and Development Series, has been developed for high school state officers and provides a unique opportunity to dive into advanced team and leadership building with the help of leadership professionals, members of DECA Inc. and members of the current national officer team.

This intense training is designed to take officers from understanding their roles to preparing to assume their roles as managers and leaders. The emphasis of LEADS is placed on the essential plans, goals, action items and skills needed for each team to achieve success within their state. The officers will walk away with tangible ideas for state and chapter successes as well as the knowledge to put the ideas in use.

The **Senior Management Institute (SMI)** serves as a bridge to real world careers and provides high school seniors with life skills necessary in the business world or in college. The experience gives participants an opportunity to meet new people. The Institute is held on day two and three at the annual International Career Development Conference, six hours each

Future ICDC Dates

2010	Louisville, April 24–27
2011	Orlando, April 30–May 3
2012	Salt Lake City, April 28–May 1
2013	Anaheim, April 24–27

day. SMI targets high school seniors not participating in a competitive event. The number of eligible participants is determined by state allocations.

DECA members attending the Senior Management Institute will connect with top corporate executives who will share their experiences and strategies for succeeding in life after high school.

New and developing advisors should plan to attend the **Advisor Academy**. This two-day program provides valuable information about creating and maintaining enthusiasm, about basic chapter management skills and about the integration of DECA activities into the curriculum.

Gold level certified and gold level re-certified school-based enterprises who attend ICDC will participate in the new **School-based Enterprise Academy**. Students will participate in round table discussions about school store operations and learn about best practices.

Conduct and Practices

The conduct, practices and procedures are approved by the Board of Directors of DECA Inc.

The Board of Directors requires each delegate attending the conference to read and complete the Attendance Permission Form and return to the state/provincial DECA advisor as partial completion of attendance requirements.

1. The term “delegate” shall mean any DECA member, including advisors, attending ICDC (High School, Collegiate, Alumni, Professional).
2. There shall be no defacing of public property. Any damage to any property or furnishing in the hotel rooms or building must be paid for by the individual or chapter responsible.
3. Delegates must wear identification badges and wristbands at all times.
4. Delegates shall refrain from using inappropriate or profane language at all times.
5. Delegates shall refrain from verbal, physical or sexual harassment, hazing or name calling.
6. Delegates shall respect the rights and safety of other hotel guests.
7. Delegates shall not possess alcoholic beverages, narcotics or weapons in any form at any time under any circumstances.
8. Delegates shall refrain from gambling—playing cards, dice or games of chance for money or other items of value.
9. Use of tobacco products by delegates is prohibited at all DECA functions.
10. Delegates must adhere to the dress code at all times (see next page).
11. Delegates must not dress or behave in a manner that can be interpreted as sexually explicit.
12. Delegates shall keep their adult advisors informed of their activities and whereabouts at all times.
13. No delegate shall leave the hotel (except for authorized events) unless permission has been received from chapter and state/provincial advisors.
14. Delegates should be prompt and prepared for all activities.
15. Delegates should be financially prepared for all activities.
16. Delegates are required to attend all general sessions and activities assigned, including workshops, competitive events, committee meetings, etc., for which they are registered unless engaged in some specific assignment taking place at the same time.
17. Delegates will spend nights at their assigned hotel and in their assigned room. No guests are allowed during curfew hours. Delegates will be quiet at curfew.
18. Curfew will be enforced. Curfew means the delegate will be in his/her assigned room.
19. State/Provincial associations will be responsible for delegates’ conduct.
20. Delegates ignoring or violating any of the above rules will subject their entire delegation to being unseated and their candidates or competitive events participants to being disqualified. Individual delegates may be sent home immediately at their own expense.

Official DECA Dress Code

Professional appearance is an important aspect of the overall preparation of DECA members for the business world. To that end, DECA supports a dress code for its career-based functions that exemplifies the highest standards of professionalism while being non-discriminatory between males and females.

DECA's board of directors has developed the following official dress standards for the International Career Development Conference. Students, advisors and chaperones must follow the dress code.

Competitors must wear an official DECA blazer during interaction with the judges. *While official DECA blazers are not required during briefing and testing, professional business dress is required.* Professional dress should also be worn to all conference sessions including workshops and special meal functions such as luncheons.

For a more polished, professional appearance, it is recommended that students wear appropriate hosiery/socks.

An official DECA blazer is required to receive recognition/an award on stage.

When Appearing Before Judges

Females

Official DECA blazer with dress skirt or dress slacks and a dress blouse or official blazer with a dress; dress shoes

Males

Official DECA blazer with dress slacks, collared dress shirt and necktie; dress shoes and dress socks

DECA General Sessions, Meal Functions

Females

Business suit or blazer with dress blouse and dress skirt or dress slacks or business dress; dress shoes

Males

Business suit or sport coat with dress slacks, collared dress shirt and necktie; dress shoes and dress socks

Event Briefing, Manual Registration and Testing, Leadership Activities/Institutes

Females

Dress blouse or dress sweater with dress skirt or dress slacks (blazer optional) or business dress; dress shoes

Males

Collared dress shirt and necktie with dress slacks (blazer optional); dress shoes and dress socks

DECA Business Casual

Casual slacks (e.g., Dockers), blouse or shirt, and casual shoes
Jeans, t-shirts and athletic shoes are not included in business casual attire.

The following are unacceptable during DECA activities:

- Skin-tight or revealing clothing
- Leggings or graphic designed hosiery/tights
- Clothing with printing that is suggestive, obscene or promotes illegal substances
- Midriff-baring clothing
- Athletic clothing
- Swimwear

When judging adherence to the dress code, DECA asks that advisors, teachers and chaperones use observation as the tool for assessing compliance. DECA does not support or condone the touching of students or their clothing as a means of determining whether or not a student is following the dress code guidelines.

DECA Competitive Events Purpose and Rationale

The Competitive Events Program is only one of the numerous ways DECA challenges its members. DECA competitive events recognize academic and vocational excellence as the building blocks to successful careers in marketing, management, entrepreneurship, hospitality, tourism and finance.

DECA members and advisors utilize the Competitive Events Program to demonstrate the relationship between the marketing education curriculum and the needs of business and industry. Leaders in the fields of marketing, management, entrepreneurship, hospitality, tourism and finance recognize and support DECA's efforts in its Competitive Events Program.

More than 60 major corporations and organizations support DECA's Competitive Events Program through sponsorship as well as through active involvement in preparing and administering the competitive events.

DECA's competitive events are a vital part of its dynamic, student-centered program of personal and leadership development. DECA's Competitive Events Program is successful because of its "real world" approach to learning vital industry skills.

Purposes and Rationale

The purposes of DECA's competitive events are:

1. to contribute to the development of skills necessary for careers in marketing, management, entrepreneurship, hospitality, tourism and finance
2. to evaluate student achievement of the skills through careful measurement devices (performance indicators)
3. to provide opportunities for student and team recognition
4. to provide constructive avenues for individual or team expression, initiative and creativity
5. to motivate students to assume responsibility for self-improvement and self-discipline
6. to provide a vehicle for students to demonstrate (via performance indicators) their acquired skills through individual or team activities
7. to assist students in acquiring a realistic self-concept through individual or team activities
8. to assist students in participating in an environment of cooperation and competition
9. to provide visibility for the educational goals and objectives of marketing education

Competitive events are only one of the many phases of the total DECA program of student activities and are only one of the strategies used in assisting students to develop the skills necessary to prepare for and advance in careers in marketing, management, entrepreneurship, hospitality, tourism and finance

DECA's competitive events are congruent with sound educational practices and enhance educational purposes. Therefore, DECA competitive events are learning activities designed to evaluate students' development of essential skills necessary for entry or advancement in the fields of marketing, management, entrepreneurship, hospitality, tourism and finance. The Competitive Events Program facilitates effective integration of DECA as an integral component of the curriculum.

Competitive events are designed to enable students to engage in activities that will extend their interests and skills while measuring (via performance indicators) the degree to which skills have already been acquired. In effect, the competitive events meet the goals of the curriculum by demonstrating proficiency in specific instructional areas.

Competitive Events Categories

There are seven types of events in DECA's Competitive Events Program:

- **Principles of Business Administration Events** consist of two major parts: a comprehensive exam and an interview situation role-play. In the interview situation, the individual participant is taking part in a second stage interview with a potential employer. The purpose of the interview is to determine if the participant understands and comprehends basic business skills. These events are designed for first-year DECA members enrolled in introductory marketing/business courses.
- **Team Decision Making Events** consist of a comprehensive exam and a role-playing portion. In this case, two members cooperate to solve a problem posed in a case study situation. The members then role-play with a judge from industry, translating classroom learning into a solution. Students with job experience in the business area of the events will do best if they compete in that area.
- **Individual Series Events**, like the team decision making events, consist of two major parts: a comprehensive exam and a role-playing interaction. In the role-play portion, the individual participant is presented with a business problem to solve or a task to perform.
- **Written Events** include market research, chapter team projects and business plans. Individuals or teams prepare written documents and present their work in an oral presentation to a judge from the business world. The business plans require a written proposal for a new business venture and an oral presentation.
- **Marketing Representative Events** require fact sheets, a comprehensive exam, an oral presentation or any combination of these. One of the events is for individual competitors only; the other two are for teams of one to three.
- **Online Events** start in the classroom with members competing in business simulations or an investment portfolio experience. Finalists in the Virtual Business Challenge (Retail or Sports) and the Stock Market Game finish the competition at the ICDC.
- **DECA Quiz Bowl** teams compete in a game show format based on knowledge and situations relating to classroom curriculum. At competition, a preliminary comprehensive marketing management exam is used for bracketing the matches.

Competitive Events Listing

The following is the list of events that will be conducted at the 2010 International Career Development Conference in Louisville, Kentucky.

Principles of Business Administration Events

1. Principles of Business Management and Administration—PBM
2. Principles of Finance—PFN
3. Principles of Hospitality and Tourism—PHT
4. Principles of Marketing—PMK

Team Decision Making Events

1. Business Law and Ethics Team Decision Making Event—BLTDM
2. Buying and Merchandising Team Decision Making Event—BTDM
3. Financial Analysis Team Decision Making Event—FTDM
4. Hospitality Services Team Decision Making Event—HTDM
5. Sports and Entertainment Marketing Team Decision Making Event—STDM
6. Travel and Tourism Team Decision Making Event—TTDM

Individual Series Events

1. Accounting Applications Series—ACT
2. Apparel and Accessories Marketing Series—AAM
3. Automotive Services Marketing Series—ASM
4. Business Services Marketing Series—BSM
5. Food Marketing Series—FMS
6. Hotel and Lodging Management Series—HLM
7. Marketing Management Series—MMS
8. Quick Serve Restaurant Management Series—QSRM
9. Restaurant and Food Service Management Series—RFSM
10. Retail Merchandising Series—RMS
11. Sports and Entertainment Marketing Series—SEM

Business Operations Research Events

1. Business Services Operations Research Event—BOR
2. Buying and Merchandising Operations Research Event—BMOR
3. Finance Operations Research Event—FOR
4. Hospitality and Tourism Operations Research Event—HOR
5. Sports and Entertainment Marketing Operations Research Event—SEOR

Chapter Team Events

1. Community Service Project—CSP
2. Creative Marketing Project—CMP
3. Entrepreneurship Promotion Project—EPP
4. Financial Literacy Promotion Project—FLPP
5. Learn and Earn Project—LEP
6. Public Relations Project—PRP

Business Management and Entrepreneurship Events

1. Entrepreneurship Written Event—ENW
2. International Business Plan Event—IBP
3. Internet Marketing Plan—IMP
4. Entrepreneurship Participating Event (Creating an Independent Business—ENPI or Franchising Business—ENPF)

Marketing Representative Events

1. Advertising Campaign Event—ADC
2. Fashion Merchandising Promotion Plan Event—FMP
3. Technical Sales Event—TSE

Online Events

1. Stock Market Game—SMG
2. Virtual Business Challenge Retail—VBCR
3. Virtual Business Challenge Sports—VBCS

Special Event

1. DECA Quiz Bowl—DQB

Overview of Competitive Events by Category

Principles of Business Administration Events

- 1 participant only
- 100-question multiple-choice comprehensive exam (90 minutes)
- 1 interview situation role-play with 10-minutes prep time
- 10 minutes with judges for presentation and to answer judge questions
- Second interview situation role-play for finalists

Team Decision Making Events

- Team of 2 members
- 100-question multiple-choice comprehensive exam (90 minutes); individual scores averaged for team score
- Case study situation with 30-minute prep time
- 15 minutes with judge—10 minutes for presentation/5 minutes to answer judge questions
- Second case study for finalists

Individual Series Events

- 1 participant only
- 100-question multiple-choice comprehensive exam (90 minutes)
- 2 role-play situations with 10-minutes prep time
- 10 minutes with judge for presentation and to answer judge questions
- 3rd role-play situation for finalists

Written Events

Business Operations Research Events, Chapter Team Events, Business Management and Entrepreneurship Events

- Team of 1 to 3 members
- Preparation of a 30-page manual
- 15-minute presentation/interview—10 minutes for presentation/5 minutes to answer judge questions
- Manual 60% of score
- Presentation/Interview 40% of score

Entrepreneurship Participating Event—Independent and Franchise

- 1 participant
- 11-page prospectus
- 20-minute presentation/interview—15-minute presentation/5 minutes to answer judge questions

Marketing Representative Events

Advertising Campaign and Fashion Merchandising Promotion Plan

- Team of 1 to 3 members
- 100-question multiple-choice comprehensive exam (90 minutes); individual scores averaged for team score
- 11-page fact sheets
- 20-minute presentation/interview—15-minute presentation/5 minutes to answer judge questions

Technical Sales Event

- 1 participant
- 100-question multiple-choice comprehensive exam (90 minutes)
- 20-minute presentation/interview—15-minute presentation/5 minutes to answer judge questions

Online Events

- Stock Market Game
- Virtual Business Challenge—Retail
- Virtual Business Challenge—Sports

Special Events

- DECA Quiz Bowl

See the *DECA Guide* for event descriptions and specific instructions. www.deca.org/celisting.html

DECA's Competitive Events Apply to Career Clusters

Principles of Business Administration Events

	Business Administration Core	Business Management & Administration	Entrepreneurship	Finance	Marketing	Hospitality and Tourism
1. Principles of Business Administration	•	•				
2. Principles of Finance	•			•		
3. Principles of Hospitality and Tourism	•					•
4. Principles of Marketing	•				•	

Team Decision Making Events

1. Business Law and Ethics Team Decision Making Event	•	•	•			
2. Buying and Merchandising Team Decision Making Event	•		•		•	
3. Financial Analysis Team Decision Making Event	•		•	•		
4. Hospitality Services Team Decision Making Event	•		•			•
5. Sports and Entertainment Marketing Team Decision Making Event	•		•		•	
6. Travel and Tourism Team Decision Making Event	•		•			•

Individual Series Events

1. Accounting Applications Series Event	•		•	•		
2. Apparel and Accessories Marketing Series Event	•		•		•	
3. Automotive Services Marketing Series Event	•		•		•	
4. Business Services Marketing Series Event	•		•		•	
5. Food Marketing Series Event	•		•		•	
6. Hotel and Lodging Management Series Event	•		•			•
7. Marketing Management Series Event	•		•		•	
8. Quick Serve Restaurant Management Series Event	•		•			•
9. Restaurant and Food Service Management Series Event	•		•			•
10. Retail Merchandising Series Event	•		•		•	
11. Sports and Entertainment Marketing Series Event	•		•		•	

Business Operations Research Events

1. Business Services Operations Research Event	•	•	•			
2. Buying and Merchandising Operations Research Event	•		•		•	
3. Finance Operations Research Event	•		•	•		
4. Hospitality and Tourism Operations Research Event	•		•			•
5. Sports and Entertainment Marketing Operations Research Event	•		•		•	

Chapter Team Events

1. Community Service Project	•	•	•	•	•	•
2. Creative Marketing Project	•	•	•	•	•	•
3. Entrepreneurship Promotion Project	•	•	•	•	•	•
4. Financial Literacy Promotion Project	•	•	•	•	•	•
5. Learn and Earn Project	•	•	•	•	•	•
6. Public Relations Project	•	•	•	•	•	•

Business Management and Entrepreneurship Events

1. Entrepreneurship Written Event	•	•	•	•	•	•
2. International Business Plan Event	•	•	•	•	•	•
3. Internet Marketing Plan Event	•	•	•	•	•	•
4. Entrepreneurship Participating Event (Creating an Independent or Franchising Business)	•	•	•	•	•	•

Marketing Representative Events

1. Advertising Campaign Event	•	•	•	•	•	•
2. Fashion Merchandising Promotion Plan Event	•	•	•	•	•	
3. Technical Sales Event	•	•	•	•	•	

Online Events

1. Stock Market Game	•	•	•	•	•	
2. Virtual Business Challenge—Retail	•	•	•	•	•	
3. Virtual Business Challenge—Sports	•	•	•	•	•	

Special Event

1. DECA Quiz Bowl	•	•	•	•	•	
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Competitive Event Sponsorship

DECA gratefully acknowledges the Competitive Events sponsorship of these generous corporations and organizations.

Unless otherwise noted, each sponsoring organization provides the following awards for international competitors:

- 1st Place—\$1,000**
- 2nd Place—\$500**
- 3rd Place—\$250**
- 4th–10th Place—\$100 each**

Team Decision Making Events

Buying and Merchandising Team Decision Making Event

Sponsored by

SEARS HOLDINGS CORPORATION

Financial Analysis Team Decision Making Event

Sponsored by



Hospitality Services Team Decision Making Event

Sponsored by



Sports and Entertainment Marketing Team Decision Making Event

Sponsored by



Individual Series Events

Apparel and Accessories Marketing Series

Sponsored by



Automotive Services Marketing Series

Sponsored by



Food Marketing Series

Sponsored by



Hotel and Lodging Management Series

Sponsored by



Quick Serve Restaurant Management Series

Sponsored by



Retail Merchandising Series

Sponsored by

SEARS HOLDINGS CORPORATION

Sports & Entertainment Marketing Series

Sponsored by



Business Operations Research Events

Finance Operations Research Event

Sponsored by



Sports and Entertainment Marketing Operations Research Event

Sponsored by



Chapter Team Events

Community Service Project

Sponsored by



1st Place:

Chapter representative(s) (selected by the chapter) and the advisor from the first place chapter will receive an all-expense-paid trip to Las Vegas, Nevada, to appear on the Jerry Lewis MDA Labor Day Telethon. *Hosted by MDA.*

Additional MDA Fund-raising Awards

\$25,000 and above raised for MDA:

A chapter representative (selected by the chapter) will receive an all-expense-paid trip to Las Vegas, Nevada, to appear on the Jerry Lewis MDA Labor Day Telethon. *Hosted by MDA.*

Under \$25,000 raised for MDA:

The top 10 fund-raising chapters are invited to a special recognition brunch at ICDC and are presented a special MDA award. *Hosted by MDA.*

Business Management and Entrepreneurship Events

Entrepreneurship Participating Event (Creating a Franchising Business)

Sponsored by



Marketing Representative Events

Fashion Merchandising Promotion Plan Event

Sponsored by



Online Events

Virtual Business Challenge™

Sponsored by



Knowledge
Matters, Inc.

VBC-R (Retail)

1st Place—\$1,000
2nd Place—\$500
3rd Place—\$250
4th–8th Place—\$100

VBC-S (Sports)

1st Place—\$1,000
2nd Place—\$500
3rd Place—\$250
4th Place—\$100

Preparing Your Students for DECA Competition

The *DECA Guide*, the official guidelines for DECA's competitive events program, will arrive at your school in early August. The event guidelines are also available on DECA's Web site at www.deca.org/celisting.html.

Consider how you can utilize role play scenarios and case study situations to support your daily lesson and provide a practical approach to student learning. You may also consider utilizing components of a written event during specific units in your class so that as competition deadlines approach, students simply have to put the pieces together.

There are seven types of events in DECA's competitive events program:

- **Principles of Business Administration Events** consist of a comprehensive exam and an interview portion. In the interview portion of the event, participants must accomplish a task by translating what they have learned into effective, efficient and spontaneous action. These events are designed specifically for first-year marketing/business students who are enrolled in introductory-level principles of marketing/business courses.
- **Team Decision Making Events** consist of a comprehensive exam and a role-playing portion. In this case, two members cooperate to solve the problem and the scenarios are more difficult.
- **Individual Series Events** consist of two major parts: a comprehensive exam and a role-playing interaction. In the role-play portion, the individual participant is presented with a business problem to solve or a task to perform. The member then role-plays with a judge from industry, translating classroom learning into a solution. Students with job experience in the business area of the events will do best if they compete in that area.
- **Written Events** include market research, chapter team projects and business plans. Individuals or teams prepare written documents and present their work in an oral presentation to a judge from the business world. The business plans require a written proposal for a new business venture and an oral presentation.
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- **Online Events** start in the classroom with members competing in business simulations or an investment portfolio experience. Finalists in the Virtual Business Challenge (Retail or Sports) and the Stock Market Game finish off the competition at the ICDC.
- **DECA Quiz Bowl** teams compete in a game show format based on knowledge and situations relating to classroom curriculum. At competition, a preliminary comprehensive marketing management exam is used for bracketing the matches.

General Preparation

1. Start early—explain the event format of each event type and let students plunge in
2. Read event guidelines and review sample role-plays.
3. Select an event based on personal interests and strengths.
4. Review the performance indicators specific to the event.
5. Maintain a steady pace—steady preparation helps foster a feeling of readiness.
6. Encourage involvement of other teachers—reading, English, drama.
7. Encourage involvement of employers—they are able to provide trade publications or assist with trade terms or information.

Preparing for the Comprehensive Exam

Some events require participants to take a 100-question, multiple-choice exam. (Check event guidelines.) There will be five different exams. Participants in the Principles of Business Administration Events will all take the same exam. Its content will be the Business Administration Core. Other events will require an exam combining the appropriate cluster cores (Marketing; Finance; Hospitality and Tourism; and Business Management and Administration) with the Business Administration Core. DECA Images sells sample exams to help students prepare for these exams.

1. Review format of the exam.
 - 100 questions, comprehensive, multiple choice—4 possible responses
 - 90 minutes—timed
2. Prepare for the exam much like preparing for role-play by studying and practicing performance indicators.
3. Utilize student study groups.
4. Use previous exams for practice and familiarization with format.
5. Practice math skills.
6. Don't underestimate the importance of a good score on the exam to becoming a finalist.

Developing Effective Presentation Skills

Businesspeople and program advisory board members are the experts in their field and can be a major asset as your students prepare for competition. They can be classroom speakers, arrange job shadowing and mentoring opportunities, obtain funds for chapter needs, host field trips, advise students on competitive event projects, serve as competitive event judges and much more. These businesspeople provide individualized feedback on the student's performance and help the student develop effective presentation skills.

Teaching Through Written Competitive Events

For many, the integration of written events into the curriculum gives students a sense of success—the harder they work, the better their chance for success. Simply stated, there are three keys to successful written events:

- Identify students who are motivated enough to complete a written manual.
- Help students find creative, realistic ideas for the written manual. It is important that DECA advisors meet with students to keep them on track. Use the program advisory board members to help students with ideas as well.
- Help students understand the written outline as presented in the *DECA Guide*. Partner with the English department to ensure a well-written manual.
- Encourage students to go the extra mile which will present excellent results and create winners!

How to Integrate DECA into the Curriculum

As a co-curricular activity, DECA offers wonderful opportunities of practical, hands-on, real world experiences for students. Integrating DECA into the classroom can also provide cross-curricular opportunities and simplify teaching, and who doesn't want that?

Here are some suggestions to get you started:

Begin by visiting the National DECA Web site, www.deca.org. Look at the opportunities for competition and see where your curriculum overlaps. Not every student can participate at the ICDC, but every student can participate in a mock/local competition – it's a wonderful alternative assignment. Why recreate the wheel? Written events can be broken down into several multiple assignments, allowing for periodic checkpoints or extending an assignment over a greater length of time. You can even use them as final exam projects. Team events provide opportunities for flexible grouping and cooperative learning. Invite other teachers, administrators, employers and other business professionals to help you judge the students' work; this will help with your program's public relations and recruitment.

Each time you begin a new unit, use a sample role-play to introduce the subject. Ask the class what would they do and talk aloud how you might address the issue. Right away, the students will have a real-life scenario that shows the practical application of the subject matter. Have students write a paragraph response to a role-play to reinforce their writing skills.

Organize your chapter as a corporation. Each class can elect a representative to serve on the Board of Directors. The Board can conduct a market research study of the marketing students to determine the activity preferences for the year (analyzing the data crosses over with math skills). Instead of traditional treasurer, secretary, etc., consider having a CEO and several vice presidents. Have officers apply for the job, interview with you to get on the slate and then advertise for student votes (running for office crosses with government knowledge). Fund-raising events become opportunities to teach market research, sales and advertising and if the event is for a charity, an opportunity to learn about corporate responsibility.

Have students create a presentation for local businesspeople about professional membership in DECA. Sell the professionals on the idea that they can network with future entrepreneurs. Further extend your relationship with the business community by attending networking functions hosted by a chamber of commerce or other related organizations. Perhaps students can attend as an alternative to another assignment, and they can practice their professional dress and behavior skills, returning to present to the class or writing up a business memo about their experience.

Become the marketing corporation in your school. Become partners with the fine and performing arts department, athletic department or other programs in your school to help them market their programs. For example, have one class work on advertising for the upcoming concert, one class work on a promotional event for Friday's football game, one class design a logo for a club and have another class sell the advertising for the school newspaper or year-book. Expand your reach to beyond the school and help a local charity or other organization. These programs will appreciate the extra help and look to your program for its expertise. Make appointments with these clients, and schedule only marketing-related work in an amount your class can handle.

Use DECA in anchoring activities, or those times when you need just a little more to fill the instructional time. Have the students visit www.deca.org and conduct a web-based information-search (I-search) on one of the national sponsors. Have students answer the questions: why is this company partnering with this student organization, how do DECA students fit into their marketing plan and other questions they may create. Another I-search could have students researching the types of companies that fall under each competition and finding local companies that fit that description. Advanced students could extend this assignment by interviewing someone from one of those businesses.

Your marketing program may run a school store or other business. Have different classes run the store for half of a grading period, creating a promotional event and competing for highest sales. The classes can research the wants of the target market, write business plans, write up financial reports, create resource lists and do many other practical applications of instruction.

You may want to provide students with a field trip opportunity. DECA hosts several conferences including the New York Experience, Sports and Entertainment Marketing and regional conferences. The planning is done for you, and the events are curriculum packed.

Integrating DECA into your curriculum just makes sense. You have lesson plan ideas at your fingertips, and often they are cross curricular. By doing some of these or related activities, your students will learn more about the DECA organization and become an energized participant. You create stronger DECA competitors, provide more opportunities for travel and excitement and increase public relations and recruitment for your classes. Ultimately, this makes your marketing program stronger.

What is Leadership?

There are certain characteristics we know to be true about an effective leader. The good leader

- Places the needs of the group above his/her personal gains, directing others toward a common goal
- Shows respect for others by listening to what they have to say even when s/he disagrees and involves all members in decision-making
- Views leadership as a service to members of the group, helping develop an atmosphere of trust
- Is able to tolerate frustration and stress and has the maturity to deal with these issues in a way that leads to a successful outcome
- Is optimistic and open to change
- Has personality traits that include maturity, high energy, empathy and team orientation
- Is positive, responsible and enjoys the process of leading

As the Advisor of a DECA chapter, you may be able to identify some of the above characteristics in your DECA members and use those inherent talents for the many activities you run during the year. In addition, we have all heard that “great leaders are not born; they are made.” People can transform themselves and make huge strides in leadership abilities just as they do in other areas of personal development. There are many outstanding leadership training opportunities that can help your DECA members grow into the leaders of today and tomorrow. You can develop some of these programs yourself or take advantage of the professional training offered each year by DECA Inc. Below are descriptions of leadership training programs provided nationally or which you can provide locally.

DECA's Leadership Development Academy

The Leadership Development Academy (LDA) is literally a conference within a conference. DECA members participate in two days of intense leadership skill development at the annual International Career Development Conference. Led by professional facilitators made up of former DECA state and national officers, this session offers interactive leadership for DECA associations and chapters across the country. During the Academy trainers share their extensive DECA experience and knowledge of teamwork, effective communication, vision development, and professionalism. LDA attendees learn essential chapter management skills, network with leaders from across DECA's associations, and have a great time. The LDA is an educational experience open to any DECA member (recommend freshman, sophomores and juniors) who wants to hone his/her abilities as a leader. Read more about the LDA at www.deca.org/lda.html.

Chapter Management Academy

Designed specifically for DECA chapter officers and potential officers, the Chapter Management Academy provides participants with expert advice and a chance to share best practices. Topics covered in the academy will be community involvement, organization management and leadership, project management, presentation skills, event planning and public relations. This interactive program uses dynamic speakers as well as engaging students in hands-on activities that will translate into successful programs at the chapter level. Slots in this program are based on state allocations.

DECA LEADS

The DECA Leadership Education and Development Series (LEADS) is a three-part series of training centering on the officer, management, and leadership skills needed to guide a state/provincial officer team to a successful year. The quest of DECA LEADS continues to be dynamic officer training that produces a unified, accountable, and results-driven partnership between the international, state/provincial and local levels. To find out more about the programs, locations and schedules see www.deca.org/leads.html.

DECA's Senior Management Institute

The Senior Management Institute (SMI) is available during the ICDC to DECA members who are high school seniors and are not participating in ICDC competitive events. The purpose of the institute is to prepare students with the life skills necessary to succeed in their transition from high school to college and the business world. Participants spend much of their time developing teamwork, group dynamics, decision-making and conflict resolution skills. They also have the opportunity to engage high-level business executives in DECA's Executive Mentoring Program in a discussion about their individual action plans for life and personal mission statement. More information can be found at www.deca.org/smi.html.

Advisor Academy

New and developing advisors should plan to attend the Advisor Academy. This two-day program provides valuable information about creating and maintaining enthusiasm, about basic chapter management skills and about the integration of DECA activities into the curriculum.

The DECA Chapter Retreat

Where Should You Hold the Retreat?

One successful location for a retreat is a campsite. Cabins can offer shelter in case of bad weather, yet will not provide many comforts and luxuries found in everyday living. A campsite is far enough away from everything else that students can concentrate on leadership and the planned activities. Students can feel comfortable and relaxed in this location, as there is no applied dress code.

Cost of the Retreat

Try to keep the cost of the retreat to a minimum. Use some of the organizational sites (Camp Fire, Boy Scouts, etc.) that only charge a small fee. This allows more students to attend, especially if it is early in the school year.

Sweat shirts or T-Shirts

Have a retreat sweat shirt designed and give these to all members as they arrive at camp. Officers can design the sweat shirts; however, members should not know about the sweat shirts until they arrive.

Notebook

Each arriving student should be given a notebook. Chances are they will not bring paper and pencil with them.

Meeting with the Counselors

If possible, the DECA advisor should arrive at the camp one or two hours before the buses arrive to arrange everything for the students' arrival. Alumni members should also plan to arrive early to help with last-minute preparations.

Once the buses arrive, the alumni members should help the students find their cabins and get unpacked. They can then lead some recreational activities. The purpose of the retreat and all important and/or complex activities should be explained early.

Purposes of the DECA Retreat

1. To learn more about yourself than you did before the retreat.
2. To learn more about someone else than you did before.
3. To share information about yourself with someone else.
4. To understand what DECA is all about and how you can contribute to DECA.
5. To appreciate each other for who you are and what you can contribute to DECA.
6. To become a unified group of DECA members with common goals, directions and motivations.
7. To learn to be responsible and work together as a unit.
8. To write a program of work for the year.

Debriefing

Each night, following the day's activities, the adult and alumni counselors will conduct a debriefing session with the members in their cabins. The debriefing is a very important part of this retreat. It allows the counselors an opportunity to talk once more with the students before they go to bed to discuss any special concerns, and to make those last thoughts for the day positive.

Please encourage discussion and make sure everyone says something. No one should just sit and listen. If a student does not volunteer something, ask him/her specifically. Usually students are talkative.

The purpose of the debriefing session is three-fold:

1. To review the day's activities and their intended focus;
2. To solicit comments, suggestions and thoughts about what students liked and did not like about the activities
3. To wind down the day and briefly preview the next day

The adult or alumni counselor should make notes on the attached sheet and give it to the conference chairperson at the end of the debriefing.

Debriefing—First Night

What did students come to this retreat expecting to learn?

What did the students enjoy the most today?

What did the students learn today?

What would the students like to see more of? Less of?

Other general comments:

Debriefing – Second Night

What have students learned about people in general since this retreat began?

What did the students enjoy the most today?

What did the students learn today?

What would the students like to see more of? Less of?

Other general comments:

DECA Dimensions

Dimensions is the official membership publication of DECA Inc. Both entertaining and informative, this glossy magazine's content includes:

- Information about the organization
- Topical articles that support the curriculum
- Reports on chapter activities in Chapter Clips
- Dates and deadlines
- Recognition of achievements and awards
- Opportunities sponsored by or available from DECA's corporate sponsors

All of DECA's 185,000 members receive a copy delivered to them in the classroom. *Dimensions* is also found in high school, college and community libraries. Professionally designed for high school DECA members, this four-color publication is published four times during the academic year. Individual subscriptions are only \$5.00 (U.S.) per year and are included in membership dues. More information on DECA Dimensions can be found at: www.deca.org/dimensions.html.

The DECA Guide

The *DECA Guide* is published annually and is mailed to each chapter advisor at the beginning of July. DECA produces enough *Guides* to provide a free copy to each registered chapter advisor. In addition, a limited number of extras are available through DECA IMAGES at our basic cost of \$6.00 each (includes shipping and handling). To access DECA's event guidelines, go to www.deca.org/celisting.html.

DECA Advisor

The *DECA Advisor*, DECA's Professional Division newsletter, informs chapter advisors about DECA Inc. events and programs. We publish four issues a year, starting in September and ending with an April issue that previews themes and programs for the coming year.

Each of our 5,000 chapter advisors receives an issue of the newsletter in a chapter leadership packet. Included in the packet is a variety of useful publications, including classroom competitive event posters, chapter aids, scholarship applications, promotional flyers and catalogs.

A "Teaching Guide" to our student magazine, *Dimensions*, appears in September, November, January and March issues. This column helps advisors focus on the theme of the issue and suggests classroom activities related to the articles.

Another popular column is the "Advisor Corner," featuring advice from advisors, recognition of advisors and information on a variety of issues ranging from chapter management to competitive events. Thoughts and practices from individual advisors are often highlighted in this column. You may access all previous "Advisor Corners" on the Advisor page on DECA's Web site: www.deca.org/advweb.html.

Chapter Packets

Chapter packets include the *Advisor*, posters, calendars, chapter aids and special publications. Packets are mailed to all active DECA chapters four times a year, starting in September and ending in April.

DECA Planning Calendar

The DECA Planning Calendar is published each summer and is distributed to advisors with their membership materials in August.

The planning calendar is more than you might expect. Not only does it offer advisors a place to organize their daily activities, it also contains information on important dates throughout the DECA year.

Even more important, the planning calendar is a resource for DECA advisors. Each month features articles, interviews and links to the DECA Web site and Chapter Management System—all designed to assist the advisor with the important events that occur during that part of the year.

What Is DECA Inc.?

DECA is composed of chartered associations of DECA. These chartered associations have been duly recognized by DECA Inc. upon approval of the board of directors.

DECA Inc. is the legal sponsoring agency of DECA, and its membership is composed of the head program officer (or his/her designee) for the marketing education curricula at the secondary level of instruction and the head program officer (or his/her designee) at the postsecondary level. Each state, territorial or provincial association may have one secondary and one postsecondary DECA Inc. representative. An additional member may be designated by a state, territory or province having a total DECA membership of 10,000 or more in either the secondary or postsecondary division; however, no association will be allowed more than three representatives to DECA Inc. This group is represented by a board of directors. The board consists of ten (10) members, including eight (8) persons elected by the members of DECA Inc., with at least two (2) representatives from each existing region; the vice president of the Marketing Education Division of the Association for Career and Technical Education, and the executive director of DECA Inc.

The annual meeting of DECA Inc. is held at a designated time and place to coincide with the annual State Association Management Conference. The board of directors meets as necessary.

What Is the NAB?

The National Advisory Board (NAB) is composed of organizational representatives who contribute financial support to DECA. The companies of the National Advisory Board furnish scholarships for advisors and students. They sponsor and judge competitive events. They advise the organization and help lobby for it. They develop new initiatives such as the Executive Mentor Program at the ICDC Senior Management Institute. This group of business professionals can provide expertise, experience and contacts that a local chapter can utilize to achieve excellence in the classroom.

The following companies represent DECA's National Advisory Board:

American Hotel & Lodging Educational Institute	Herff-Jones, Inc.	Payless ShoeSource
Anchor Blue Retail Group	Hilton Hotels Corporation	PDC Productions
Berkeley College	International Franchise Association Educational Foundation, Inc.	Piper Jaffray & Co.
BetterInvesting	J.C. Penney Company, Inc.	Publix Super Markets, Inc.
Boston University School of Hospitality	Johnson & Wales University	Safeway, Inc.
Carl's Jr.	Jostens, Inc.	Sales and Marketing Executives International, Inc.
Cold Stone Creamery	Knowledge Matters	Sears Holdings Corporation
College Pro Painters	Lynn University	SIFMA Foundation
Conference Direct	M&M Productions	Southwest Airlines Co.
Conrad N. Hilton College—University of Houston	Marriott International, Inc.	South-Western/Cengage Learning
Costco Wholesale	McKelvey Foundation	Stein Mart, Inc.
Council for Economic Education	Muscular Dystrophy Association	Swirl Brands, LLC
Dr Pepper Snapple Group	National Apartment Association Education Institute	T.J. Maxx/Marshalls
ESPN Fundraising	National Association of Mortgage Brokers	Tropicana Products, Inc.
Ewing Marion Kauffman Foundation	National Automotive Parts Association	Universal Studios
The Fashion Institute of Design & Merchandising	National Retail Federation	University of South Carolina—College of Hospitality, Retail and Sports Management
The Field Studies Center of New York, Inc.	NBA Properties Inc.	Valpak
Finish Line, Inc.	NFIB Young Entrepreneur Foundation	Vector Marketing Corporation
Foot Locker, Inc.	Northwood University	Walgreen Co.
Glencoe/McGraw-Hill	Otis Spunkmeyer, Inc.	Wawa, Inc.

What Is the CAB?

DECA's Congressional Advisory Board is a bipartisan group of United States Senators and Congressmen coming from all areas of the country and representing varied political philosophies. They have one thing in common—a strong interest in the youth of our country. CAB activities include appearances at major DECA events, hosting receptions for DECA groups, meeting with state delegates, offering advice in special projects, etc. The Congressional Advisory Board is updated continuously. Refer to DECA's Web site for a current listing at www.deca.org/cab_index.html.

Senators

Rob Bishop
Utah

Thad Cochran
Mississippi

Kent Conrad
North Dakota

Byron Dorgan
North Dakota

Carl Levin
Michigan

Blanche Lincoln
Arkansas

Richard G. Lugar
Indiana

J.D. Rockefeller, IV
West Virginia

Ron Wyden
Oregon

Representatives

John A. Boehner
Ohio

Dave Camp
Michigan

Shelley Capito
West Virginia

Norman D. Dicks
Washington

John J. Duncan, Jr.
Tennessee

Chet Edwards
Texas

Bart Gordon
Tennessee

Gene Green
Texas

Pete Hoekstra
Michigan

Mark Kirk
Illinois

Kenny Marchant
Texas

Michael T. McCaul
Texas

James P. McGovern
Massachusetts

Devin Nunes
California

Earl Pomeroy
North Dakota

Nick Joe Rahall, II
West Virginia

Silvestre Reyes
Texas

Pete Sessions
Texas

Ike Skelton
Missouri

John S. Tanner
Tennessee

Fred Upton
Michigan

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DECA Acronyms

ACTE	Association for Career and Technical Education (formerly AVA—American Vocational Association)
CBCE	Competency-Based Competitive Events
CMA	Chapter Management Academy
CRLC	Central Region Leadership Conference
CTSO	Career and Technical Student Organization (formerly VSO—vocational student organization)
DECA	“An Association of Marketing Students” formerly Distributive Education Clubs of America.
ΔEX	Delta Epsilon Chi, DECA’s college division
DRM	DECA-related materials (classroom teaching aids sold through DECA IMAGES)
ICDC	International Career Development Conference
LDA	Leadership Development Academy
LEADS	Leadership Education and Development Series, a leadership training program for state and provincial officers
MEA	Marketing Education Association
NAB	National Advisory Board, DECA’s corporate sponsors
NARCON	North Atlantic Region Leadership Conference
NYE	The New York Experience: Marketing, Merchandising and Customer Service Conferences held in New York City in November/December
PI	Performance Indicator
SEM	Sports & Entertainment Marketing Conference
S&M	DECA’s official sales and marketing companies (fund-raising)
SAM	State Association Management Conference—a conference for state advisors held in August at the upcoming year’s ICDC site
SBE	School-based Enterprises
SBP	State Business Partnerships
SCDC	State Career Development Conference
SFLC	State Fall Leadership Conference
SMG	Stock Market Game
SMI	Senior Management Institute
SRLC	Southern Region Leadership Conference
WRLC	Western Region Leadership Conference

DECA Terminology

Many words, terms and phrases are exclusive to marketing education, and you should be familiar with them. We've included many of the popular ones below with a definition for your reference.

Board of Directors: Members of DECA Inc., elected to set policy for DECA.

Career Clusters: Groups of similar occupations and industries. They were developed by the U.S. Department of Education as a way to organize career planning.

Chapter: Any unit within a school chartered by a state or provincial association of DECA, consisting of individual DECA members and at least one advisor.

Chapter Advisor: The adult charged with the responsibility of providing guidance and counsel for managing and operating chapters and state associations.

Conferences: The official term for district, state or national meetings of DECA. The term conventions is not appropriate.

DECA: Identifies a program of student activity relating to marketing, and is designed to develop future leaders in marketing, management and entrepreneurship.

DECA Dimensions: The official publication of DECA designed for students.

DECA Inc.: Legal identity of the adult group responsible for the student program of DECA.

DECA IMAGES: Supplier of DECA materials related to marketing education instruction. Also supplies jewelry, clothing, awards items and other miscellaneous DECA items to all DECA members throughout the country.

Delegate Assembly: Official time to elect state officers for the coming year.

Delta Epsilon Chi: The postsecondary division of DECA that allows students to continue their DECA participation while enrolled in a postsecondary marketing-related degree program.

Marketing Education: Identifies a program of instruction in marketing, management and entrepreneurship.

National Advisory Board: Companies, organizations and schools that contribute \$1,000 or more annually to DECA have membership on DECA's National Advisory Board. Each member company names a liaison person to represent that organization in DECA affairs. National Advisory Board members may also contribute scholarships, cash awards and stock portfolios, and may exhibit and sponsor activities for, and participate in, DECA conference activities.

International Career Development Conference (ICDC): The International CDC is the climax of the school year's activities and the culmination of members', advisors' and DECA's efforts throughout the year. Student members, advisors and other contributing persons or organizations are recognized for individual and group leadership, achievement and active participation. International CDC focuses on the final level of competition in the DECA Competitive Events Program and includes the election of national officers, leadership and professional development activities, and social functions.

DECA Inc. Headquarters: Offices of DECA Inc., housed at 1908 Association Drive, Reston, Virginia 20191-1594.

Officers: A team of student members consisting of one president and four regional vice presidents elected by their peers at the International CDC to lead the international organization and participate in DECA activities during the following year.

State Career Development Conferences: Annual climax of the year's state DECA activities with members participating in competitive events. Recognition is given to outstanding individuals and groups.

State Fall Leadership Conferences: Annual conference that focuses on student leadership and professional development.

Voting Delegates: Student representatives, usually state/provincial association and local chapter officers, selected to conduct the official business of the student organization (DECA) and approved by each state advisor. Student members serving as voting delegates to the International CDC have to be approved by the state association advisor.

Regional Fall Leadership Conferences: Annual conference for members of a particular region of DECA focusing on student leadership professional development and regional activities. All four regions of DECA hold an annual regional conference in the fall.

Marketing Education Resources

DECA: An Association of Marketing Students

www.deca.org

MBA Research and Curriculum Center

www.mark-ed.org

DECA Images

<http://decaimages.stores.yahoo.net>

U.S. Department of Education Leadership

www.ed.gov

Association for Career and Technical Education

www.acteonline.org

Business Education Resource Consortium

www.bused.org

National Business Education Association

www.nbea.org

South-Western/Cengage Learning

www.cengage.com

Glencoe McGraw-Hill

www.glencoe.com

Houghton Mifflin Company

www.hmco.com

Membership Recognition Programs

DECA acknowledges the achievements of individual chapters and members through several recognition programs and scholarships awarded annually. With so much being accomplished throughout the year in DECA chapters around the globe, these programs were established to help highlight the chapters or members who have earned much-deserved recognition.

Merit Awards Program

DECA's Merit Awards Program (MAP) provides avenues outside the competitive event structure for individual members to engage in a graduated program of competency based self-improvement activities. The program handbook "maps" a self-directed path for exploring marketing and increasing marketing expertise – from the bronze level (knowledge) through the silver (analysis) to the gold (interpretation). With MAP, students receive recognition for their accomplishments on the local, state and national levels. The Merit Awards Program Handbook can be purchased from DECA Images.

National Marketing Education Honor Award

The purpose of the Marketing Education Honor Award is to provide recognition of marketing education students for their academic excellence, leadership, and involvement in DECA. To receive this award, a student must be a DECA member at the national level; be a senior; have an overall cumulative grade point average of 3.2 for the seven previous semesters (with 4.0 being equal to an A); and participate in at least three of the areas listed under DECA activities, leadership, and involvement in DECA. An application for this award can be downloaded from the DECA Web site.

Membership Campaign

DECA's Membership Campaign is an exciting way for all DECA Chapters to increase the visibility of the organization and the excellent work that it does while earning rewards for the individual chapter. The highlight of the Membership Campaign is DECA Week when DECA Chapters from all over the world celebrate this outstanding association with a fun-filled PR blitz and a demonstration of DECA's value to the community. DECA Serve Day, an integral part of DECA Week and the Membership Campaign, puts DECA at the forefront of the national effort to include community service as a part of all curriculums. Those chapters that achieve the highest level of documented effort for this week (Diamond Level) receive recognition on stage at ICDC, a special plaque for the classroom, a letter of commendation to the principal, a certificate and membership cards/pins for members and advisors among other awards. Read more about the Membership Campaign at <http://www.deca.org/membershipcampaign.html>.

School-based Enterprises

School-based enterprises are effective educational tools in helping to prepare students for the transition from school to work or college. For many students, they provide the first work experience; for others, they provide an opportunity to build management, supervision and leadership skills. For decades, marketing educators and DECA have used the school store—school-based enterprise (SBE)—as a fundamental teaching tool which provides a real-world, practical application of classroom knowledge.

DECA's School-based Enterprise Web site, www.schoolbasedenterprises.org, is an excellent resource for students and advisors who operate a school store. DECA's SBE web site has been updated with a new look and some great new information/resources for school stores. You can access the SBE web site from DECA's web site or go directly to www.schoolbasedenterprises.org.

Web site features include:

Certification Program

- SBE Certification Guidelines
- SBE Re-certification Guidelines
- Sample Gold Certified Manuals
- List of DECA Certified School Store

Curriculum Resources

- Guide for Starting & Managing a School-based Enterprise
- Link to *School Store Operations* Book

Success Stories

- Featured Success Stories
- Examples of SBE Best Practices
- Best Practices Booklet

Approved Vendors

- List of DECA approved vendors

Healthy Choice

- List of companies offering health products
- Link to articles regarding healthy choice challenges

If you have not already checked out the *School Store Operations* book published by South-Western, you should do that today. This remarkable text is filled with activities and explanations that will help you tie your school store operations into your marketing classroom. To learn more go to www.deca.org/southwestern.html and click on the School Store Operations link at the bottom of the page.

There will be an SBE Academy for your students who attend ICDC to accept the award for Gold Certification and Gold Re-certification. The students will participate in round table discussions about school store operations and learn about best practices.

Scholarship Program

DECA's scholarship program provides over \$300,000 in scholarships awarded at the International Career Development Conference each year. More than 50 corporations provide scholarships through the DECA Scholarship Program. DECA Inc. administers the program based on guidelines set by the donor. DECA scholarships are strictly merit based.

Applications are available online. Go to www.deca.org/schol.html to view the scholarships available to DECA members.

2009–2010 Chapter Awards Program

Objectives. The objectives of the Chapter Awards Program are:

1. to reorganize and encourage local chapter organization by planning a yearly program of activities.
2. to develop student competencies in marketing instructional areas.
3. to build member involvement.
4. to encourage DECA membership at local, state and international levels.
5. to build school and community recognition for the marketing education program and the DECA chapter.
6. to learn of activities and projects that strengthen the local chapter.

Description. The Chapter Awards Program is an instructional enrichment program for marketing education. The program is designed for chapters to develop a well-rounded program of work and is based on chapter achievement accompanied with an awards program for chapter recognition.

The Chapter Awards Program provides recognition at three levels; bronze, silver and gold. The level of recognition is determined by the number of activities and the type of activities completed by the chapter in each of the following categories: membership development, community service, leadership development, social intelligence and promotion/public relations.

Chapters may claim credit for activities by submitting a narrative report and documentation at the state level. Chapters will submit their reports to their State Office for verification of the award achievement level. The state/provincial advisor will submit with conference registration to DECA Inc. a list of 100% chapters by level (bronze, silver and gold). All 100% gold award chapters may attend with state advisor approval the International Career Development Conference and participate in either the Leadership Development Academy or the Senior Management Institute.

Information contained on the following pages will give the advisor background for a class presentation. The Chapter Awards Program should be initiated early in the year, so chapter members will realize the greatest benefits of their involvement. A thorough orientation of the purpose and operation of the program is vital for the preparation of the members.

Procedure. Only 100% chapters achieving the gold award on the state level may attend with state advisor approval the International Career Development Conference. Up to three members may attend from each local gold level chapter. Eligibility to attend the international conference is determined by the state/provincial association based on policies. Participants should check with their state/provincial advisors for eligibility guidelines. Participants at the International Career Development Conference will attend either the Leadership Development Academy or the Senior Management Institute.

Format Guidelines for the Chapter Awards Program

The entry must follow these specifications:

Title page. The first page of the project is the title page, which lists the following:

CHAPTER AWARDS PROGRAM
 Designated level of achievement (bronze, silver, or gold)
 Name of DECA chapter
 Name of high school
 School address
 City/State/Province/ZIP/Postal Code
 Names of chapter representatives
 Date

The title page will not be numbered.

Table of contents. The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the project. The body of the written entry begins with Section 1, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence.

Follow this outline when you prepare your entry. Each section must be titled.

I. EXECUTIVE SUMMARY

One-page description of the project

II. INTRODUCTION

One-page description of the local Marketing Education Program/DECA chapter, school and community

III. MEMBERSHIP DEVELOPMENT

A. Requirement

1. Bronze level: DECA membership for a minimum of 50% of the marketing education students and completion of any two (2) membership activities
2. Silver level: DECA membership for a minimum of 75% of the marketing education students and completion of any four (4) membership development activities
3. Gold level: DECA membership for 100% of the marketing education students and completion of any six (6) membership development activities

B. Membership development activities

1. Conduct a marketing education parents' orientation to explain marketing education and DECA
2. Conduct faculty/counselor/administration appreciation functions
3. Local chapter hosts current DECA State Officer(s) as guest speaker(s) during the chapter meeting (officer is not from the local chapter)
4. Complete a chapter fund-raising project, including sales goals, final report and an evaluation
5. Other activities related to membership development

IV. COMMUNITY SERVICE

A. Requirement

1. Bronze level: complete any two (2) community service activities
2. Silver level: complete any four (4) community service activities
3. Gold level: complete any six (6) community service activities

B. Community service activities

1. Provide assistance to a civic organization engaged in a community service project (i.e., food drive, clean-up, anti-drug, homeless, etc.)
2. Sponsor a “get out and vote” campaign
3. Sponsor MDA or a similar organization with a fund-raising activity
4. Visit a children’s ward or senior citizen’s home, etc.
5. Participate in or support a blood drive
6. Compete in the Community Service Project in the competitive events program
7. Other activities related to community service

V. LEADERSHIP DEVELOPMENT

A. Requirement

1. Bronze level: complete any two (2) leadership development activities
2. Silver level: complete any four (4) leadership development activities
3. Gold level: complete any six (6) leadership development activities

B. Leadership development activities

1. Officer elections
2. Advisory committee membership
3. Chapter meeting minutes
4. Annual budget
5. Chapter officers conduct a workshop at the State Leadership Conference
6. Attend a leadership conference or workshop
7. Hold a chapter installation ceremony
8. Other activities related to leadership development

VI. VOCATIONAL UNDERSTANDING

A. Requirement

1. Bronze level: complete any two (2) vocational understanding activities
2. Silver level: complete any four (4) vocational understanding activities
3. Gold level: complete any six (6) vocational understanding activities

B. Vocational understanding activities

1. Assist a business with taking inventory
2. Conduct a local Career Development Conference
3. Complete the Creative Marketing Project in the competitive events program
4. Complete the Entrepreneurship Promotion Project in the competitive events program
5. Complete the Learn and Earn Project in the competitive events program
6. Majority of chapter members participate in the DECA District Conference

7. Chapter serves as “Host Chapter” for a District/Regional Conference
8. Majority of members participate in a competitive event
9. Other activities related to vocational understanding

VII. SOCIAL INTELLIGENCE

A. Requirement

1. Bronze level: complete any two (2) social intelligence activities
2. Silver level: complete any four (4) social intelligence activities
3. Gold level: complete any six (6) social intelligence activities

B. Professional activities

1. Plan a series of guest speakers for chapter meetings throughout the year (training sponsors, career specialists, marketing professionals, etc.)
2. Conduct a fashion show
3. Conduct a job interview seminar for other classes in your school
4. Conduct mock job interviews for all DECA members
5. Organize a chapter field trip, i.e. tour of a mall, merchandise show
6. Hold an employee/employer function
7. Chapter nominates and supports candidate(s) for any state office
8. Organize an alumni chapter with alumni activities
9. Other activities related to social intelligence

C. Social & recreational activities

1. Organize and implement a fall employer orientation to explain the organization and operation of the total marketing education program
2. Conduct a chapter breakfast with a formalized program
3. Sponsor a school-wide dance or other social activity
4. Other activities related to social intelligence

VIII. PROMOTION/PUBLIC RELATIONS

A. Requirement

1. Bronze level: complete any two (2) promotion/public relations activities
2. Silver level: complete any four (4) promotion/public relations activities
3. Gold level: complete any six (6) promotion/public relations activities

B. In-school activities

1. Bulletin board
2. PA announcement
3. Reader board
4. Marquee message
5. Posters
6. Displays
7. School paper
8. Local brochure
9. Teacher recognition
10. Other activities related to promotion/public relations

C. Submitting articles to

1. DECA Dimensions
2. State association newsletters
3. Other publications

D. Community

1. Newspaper/TV
2. Radio
3. Transit (bus)
4. Billboard (outdoor)
5. Community marquee
6. Fairs, parades, festivals
7. Display in community place
8. Civic appearance/presentation
9. Other activities related to promotion/public relations

E. DECA Week

1. Publish an article in the school or local newspaper
2. Publish an article in the state association newspaper/Dimensions
3. Participate in a tv/radio interview about marketing education or DECA
4. Sponsor a career fair
5. Present a formal program before a civic group
6. Participate in a community fair using a booth
7. Plan and organize community involvement/advisory committee meetings
8. Obtain a proclamation from your mayor or city council
9. Other activities related to promotion/public relations

Presentation Standards

The entry must follow these standards:

- The entry must be submitted in an official DECA scrapbook (Images #DSSC) or binder (Images #DSBND). Entries may not be submitted in a DECA folio. No markings, tape or other material should be attached to the binder.
- All materials must be enclosed in sheet protectors or laminated and labeled. Attachments, paste-ups and photographs may be used as long as they are contained in the sheet protectors or are laminated to the page.
- The pages must be numbered in sequence starting with the executive summary and ending with DECA week promotion.
- For state level certification of the award level, the body of the entry must be limited to 35 numbered pages for the bronze award, 70 total pages for the silver award and 105 total pages for the gold award. Page numbers must include all narrative and documentation.
- Major content of the written entry must be at least double-spaced (not space-and-a-half). Figures and exhibits, headings, lists, sample letters, etc. may be single-spaced.
- The entry must be typed/word processed (not handwritten). Charts and graphs may be handwritten.

- Each specific activity will count only once, but chapters can do multiple versions of an activity. For example chapters may raise funds for two different organizations and count it as two separate activities.
- The entry may include activities beginning with the State Career Development Conference and prior to the annual submission deadline.
- All activities must have a heading that contains:
 - Activity area
 - Activity title
 - Activity date
- Each activity must contain a one-page typed/word processed narrative for that activity. The narrative of each activity should contain:
 - Goals of the activity
 - A summary of the activity (write as though the reader knows nothing about the activity)
 - Explain how the activity was completed
 - Evaluation of the activity
- Each activity must also contain a one-page typed/word processed documentation of the activity. Documentation may come in the form of pictures, programs, charts, etc. All documentation must be labeled. These pages must be numbered in sequence with the rest of the project.

**Chapter Awards Program
Activity Report Sheet**

Section _____

Activity _____

Designated Level of Achievement _____

Date of Activity _____

Description of Activity:

Chapter _____

Duplicate as necessary